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ABSTRACT

GRADES OR AGES: High school. SUBJECT MATTER: Consumer education especially as it concerns the consumer's desire for beauty. Included are considerations of cosmetics, health spas, reducing salons, wigs, and jewelry. ORGANIZATION AND PHYSICAL APPEARANCE: The guide is discursively organized through the topics listed above. The physical appearance of each page is three columns; they are labeled "Understandings (Desired)," "Suggested Pupil and Teacher Activities," and "Source." OBJECTIVES AND ACTIVITIES: Under the column heading "Suggested Pupil and Teacher Activities" are listed sample teacher questions, random ideas, and possible assignments. INSTRUCTIONAL MATERIALS: Under the column heading "Source" are listed reports, books, and articles, some of them referring specifically to the listed activities and some of them serving as recommended readings. STUDENT ASSESSMENT: No provisions indicated. OPTIONS: The guide is suggestive only. (JA)

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# BEAUTY PRODUCTS AND THE CONSUMER

–one of a series for expanded programs in
CONSUMER EDUCATION

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The University of the State of New York
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Enclosures

Beauty Products and the Consumer

One of a series for Expanded Programs in Consumer Education

**GLAMOUR—"Charm" counseling in everything from how to cry to how to shave legs is one company's come-on for its clothing department.**

( 1966 by The New York Times Company: Reprinted by permission)

The University of the State of New York/The State Education Department
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# FOREWORD

In 1967, the State Education Department published "Consumer Education — Materials for an Elective Course." This material has since been introduced into more than 500 of the New York State high schools. As a result of the interest in Consumer Education in the State and Nation, the Department has begun the preparation of a series of modules — Expanded Programs of Consumer Education. This module, Beauty Products and the Consumer, is the eighth to be produced. Those already distributed are:

Consumer Issues and Action
Education and the Consumer
The Consumer and Recreation
Consumer Problems of the Poor
The Consumer and His Health Dollar
The Consumer Looks at His Automobile Insurance
The Consumer and Transportation

Other modules will be produced in these fields:

The Consumer Copes With the Problems of a Technological Age
The Consumer and His Tax Dollar
The Consumer and Credit

Nothing touches the lives of the disadvantaged more than the constant struggle to stretch limited financial resources to meet the increasing costs of living. These modules are designed in the hope that they will help the poor to make better use of their income, as well as with the expectation that those of higher income will be more understanding of their own problems and of the problems of their fellow citizens.

Unlike the original syllabus, where 12 units covering various phases of Consumer Education were bound together, the modules in Expanded Programs of Consumer Education are being prepared as separate publications to provide greater flexibility. Each of the modules in the series may be used as a discrete unit, or with other units in the series. The modules may be presented as a semester or part of a semester course, or presented in conjunction with the original syllabus which covers such areas as the purchase of food; shelter; appliances; automobiles; and a consideration of credit; money management; fraud, quackery, and deception; banking and savings; life and health insurance; security programs; and consumer law.

It is hoped that the presentation of the modules as separate publications will tend toward flexibility in their use as mini-courses in such fields as social studies, business education, home economics, industrial arts, agriculture, and other areas of the curriculum.

The suggestions to the teacher found in "Consumer Education — Materials for an Elective Course," pages 1-4, apply equally to each of these modules. The reaction and suggestions of those using these materials in the field will be helpful to the Department in planning further materials for Consumer

Education and in making necessary revisions of the material.

Hillis K. Idleman, associate in Secondary Curriculum Development, designed and wrote the module. Mrs. Marie Dizer, home economics teacher at Utica Free Academy, Utica, served as consultant and assisted in the writing.

The Department acknowledges with appreciation the suggestions of those who reviewed the manuscript and in particular the following who made substantial contributions:

M. C. Phillips, Consumers' Research, Washington, New Jersey
Elaine Spector, consumer protection specialist, Federal Trade Commission

Various members of the staff of the Better Business Bureau, both in the New York City office and in the Trade Practices Section in Washington, D.C.

Gordon E. Van Hooft
Director, Division of
School Supervision

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"EVEN IF IT DOESN'T TAKE OFF ANY WEIGHT YOUR FRIENDS WILL BE IMPRESSED WITH YOUR MEMBERSHIP CARD."
HEALTH SPA

# INTRODUCTION

## BEAUTY PRODUCTS AND THE CONSUMER

The desire to be well-groomed, to look attractive, is important to most people. The manufacturers of beauty products, grooming products, and those who sell jewelry to enhance appearance do a big business. There are many reasons why a large proportion of income is spent for such products. Rightly or wrongly we may think that our acceptance by others, our job or job advancement, and our chances for romance and marriage depend upon maintaining an attractive appearance. "Save the surface and you save all" is the slogan of one large paint manufacturer. Unconsciously perhaps, millions of Americans are trying to preserve their youthful exterior in the hope that they too can "save all."

Products that will help us to look better, smell better, and even taste better proliferate on the market. Almost $140 million worth of perfume, toilet water, and cologne is sold annually in the United States. Other millions of dollars go for deodorants, antiperspirants, after-shaving lotions, hair sprays, dyes, rouges, powders, eye shadow materials, false lashes, creams and lotions, sprays, shampoos, lacquers, hair tonics, dandruff removers, freckle removers, skin peelers, skin bleaches, depilatories, wrinkle removing preparations, and other toilet sundries.

In addition to the millions spent on cosmetics, other millions go to purchase personal care appliances. These appliances range all the way from common electric irons and hair dryers to exercise bicycles, rowing machines, belt massagers, roller massagers, slant boards, portable steam baths, whirlpool baths, heat lamps, sun lamps, hand massagers, shavers and clippers, electric combs and brushes, manicure sets, oral water appliances, facial mist appliances, sauna baths, electric clothes brushes, and electric shoe polishers.

Similarly, the jewelry business has a thriving market. The desire to adorn oneself is as old as mankind. Yet in the purchase of gems, the average consumer lacks the technical knowledge or equipment to judge the worth of an article. It is in this field particularly that a merchant's integrity and reputation for honest and fair dealing are extremely important. Agencies such as the Better Business Bureau can aid the consumer in this regard.

An unscrupulous jewelry dealer can easily trick a customer into accepting an inferior stone. Most of us have been conditioned, for example, to think that a diamond's value is based upon its size and weight—the number of karats or fraction of a karat that it represents. Many other factors enter into the value including the manner in which the gem is cut, the clarity of the stone, and the presence or absence of flaws. Consumers contemplating the purchase of such a gem are well advised to check the reputation of the merchant first, and then to rely on his judgment and professional ability. As is always the case, the consumer should understand the costs of credit if the purchase is not on a cash basis. Finally, the consumer will want to avoid "come ons" such as the offer to accept a trade-in of the gem at purchase value on a larger stone. Some merchants hook consumers into a lifetime expenditure by repeatedly taking in smaller stones on the purchase of yet bigger ones.

The study of the module should help students to:

- Recognize the high value most Americans place upon appearance and the large expenditures made to enhance appearance
- Name the Federal protective agency that attempts to guard consumers against grooming and beauty product hazards
- Name the requirements set up by the Food and Drug Administration to safeguard cosmetics
- State what areas of concern to consumers are not covered by the regulations under which the Food and Drug Administration operates
- Understand the potential hazards of cosmetics and health devices
- Exercise better judgment in the selection of personal grooming and beauty aids
- Name the agencies that attempt to control false advertising and other unfair practices in the beauty salon field
- Recognize that decisions regarding the purchase of beauty aids should be based on individual values, goals, needs, wants, patterns of living, available funds, and other personal and family requirements.

## CONSUMER COSMETIC POLL

It is suggested that the cosmetics poll which follows be given to the class before and after the study of this module to see what differences in thinking, if any, result from the study. Answers are not provided since many responses will be value judgments for which there are no "right" answers. (The poll may be photocopied or otherwise reproduced for ease of administration.)

| | Agree | Disagree |
|---|---|---|
| 1. The cosmetic business has more good features than bad. | ____ | ____ |
| 2. Cosmetic advertisements try to persuade consumers to buy products they don't really need. | ____ | ____ |
| 3. The cost to consumers of cosmetics is about double the cost of manufacture. | ____ | ____ |
| 4. Cosmetics with well-known brand names are "best buys." | ____ | ____ |
| 5. Cosmetic manufacturers spend about 10 percent to 50 percent of the retail cost for advertising. | ____ | ____ |
| 6. It is reasonable to expect that cosmetic manufacturers would not reveal the ingredients of their products lest competitors copy them. | ____ | ____ |
| 7. The Food and Drug Administration provides all the protection the cosmetic user needs. | ____ | ____ |
| 8. Most cosmetic advertisements make exaggerated claims. | ____ | ____ |
| 9. When one buys cosmetics he usually gets his money's worth. | ____ | ____ |
| 10. So few people are allergic to cosmetics that such allergies are no real problem. | ____ | ____ |
| 11. It would not help for cosmetic advertisers to list the ingredients of the product, for few people would bother to look at the ingredients and fewer still would understand whether they were good or bad. | ____ | ____ |
| 12. Consumers can't do much about influencing the cosmetics that are produced. Advertising is too powerful to change existing practices. | ____ | ____ |
| 13. It is possible to have one's skin rejuvenated and regain a youthful appearance. | ____ | ____ |
| 14. The history of cosmetics is as old as the recorded history of man. | ____ | ____ |
| 15. "Special ingredients" in cosmetics can often dramatically change appearance. | ____ | ____ |

| | | Agree | Disagree |
|---|---|---|---|
| 16. | A consumer can save money in the cosmetics used without sacrificing appearance. | _____ | _____ |
| 17. | The market for cosmetics for males is increasing rapidly. | _____ | _____ |
| 18. | Charm is not something that can be purchased at the cosmetics counter. | _____ | _____ |
| 19. | "Hope" is what is sold as cosmetics. | _____ | _____ |
| 20. | Cosmetic manufacturers are not required to prove the safety of their products or label ingredients on their packages. | _____ | _____ |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
|---|---|---|
| HOW IMPORTANT IS THE BEAUTY BUSINESS? | | |
| . The urge to be attractive to other people is almost universal. | . Take a secret poll of the class. Ask each member to rate in order of importance to him or her the following values:<br>- Being a sports hero<br>- Being an honor student<br>- Having an attractive appearance<br>- Being well-off financially<br>- Having a hobby<br>- (Add other choices that occur to you.)<br><br>Which value rated highest?<br>How important was appearance? | . Forum. J.C. Penney Co. Spring-Summer 1971 "Consumer Behavior - What influences it?" |
| . Millions of dollars are spent annually to maintain, regain, or achieve a pleasing appearance. | . Have pupils keep track for a week of the amount of money that each spends to maintain appearance, excluding clothing expenditures. Include soaps, lotions, perfumes, sprays, rinses, mouthwashes, dental creams, razor blades, reducing and exercising equipment. What is the high, the low, and the median expenditure?<br><br>. Cut out pictures of the various products purchased and construct a bulletin board to illustrate the wide range of beauty-related purchases. | . "Youth Market Consumer Survey," Scholastic Magazine, 1972<br><br>. "The Dynamics of Youth Explosion," Los Angeles Chamber of Commerce, Research Committee, 1967<br><br>. "Study of Beauty Products," Co-ed Magazine, May 1969<br><br>. "Topics," Life Insurance Institute, 1968<br><br>. "The Teenage Girl Today," Seventeen Magazine, Triangle Publications, 1968 |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
|---|---|---|
| . The emotional urge of teenaged girls for beauty aids may be as great as their physical urge for food. | . In a recent survey made by the Nassau County Office of Consumer Affairs, from 7-11 percent (depending on age) of female teenagers reported that the largest share of their weekly income is spent on cosmetics. Approximately the same number stated that if they had additional income it would be spent on cosmetics. How do these figures compare with expenditures for girls in your class? How much do boys spend on cosmetics? | . "Beauty is big business in the United States. With confidence that a new shade of nail enamel, an intoxicating scent, or 'covering the gray' may lead to romance, social acceptability, job advancement or other elusive goals, Americans spend billions of dollars every year on cosmetic products." FDA Fact Sheet |
| | | . Estimated consumer expenditures for toilet preparations are $7 billion a year. The growth rate of the cosmetics industry is 10 percent a year. Additional millions are spent for devices and equipment to enhance appearance. |
| | . Interview a store manager to see how important cosmetics sales are to his total business. | . There are more than 1,230 firms in the toilet preparation industry. |
| | . Keep scrapbooks of advertisements of beauty products clipped from magazines and newspapers. | |
| | . Keep track of the number of TV or radio commercials for beauty products advertised in 1 day. | . "When a U.S. Teen-Ager Goes Out Shopping. The $25 Billion-a-Year Accent on Youth," Newsweek, November 30, 1964 |
| . Because youth from 13 to 22 buy more than 1/4 of the cosmetics sold, advertisers make a special attempt | . Have other class members collect ads of beauty products aimed at older people which hint that the youthful look can be regained. | |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
|---|---|---|
| to appeal to the youth market. | . Look for examples of ways in which merchants try to influence the youth market such as:<br>- Ford Motor Co.'s Caravan<br>- Miss Teen-Age America Contest<br>- High school fashion boards<br>- Teenage consultants<br>- Teenage charge cards<br>- Teenage interviewers | |
| | . Plan a skit to illustrate the ways in which advertisers use youth to influence other youth. | |
| WHAT IS A COSMETIC? | . Have pupils give their ideas of what cosmetics are, then compare their ideas with the definition in the Understanding column. | |
| . Cosmetics are articles, except for soap, which are intended to be applied to the human body for cleansing, beautifying, or altering appearance. | | |
| . The term "cosmetic" means:<br>(a) Articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body, or any part thereof for cleansing, beautifying, promoting attractiveness, | . By types (sprays, lotions, etc.) see who can compile the longest list of cosmetics.<br>. Comment on the fact that while soap is not officially listed as a cosmetic, it is probably the single most effective beauty | . "Federal law—the Food, Drug and Cosmetic Act—does not require that a cosmetic fulfill all the hopes and dreams that may be encouraged by its advertising. The law does require, however, that a cosmetic be labeled: without false or misleading representations, with informative information about |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| or altering the appearance.<br>(b) Articles intended for use as a component of any such articles, except that the term shall not include soap. | aid, to say nothing of the fact that its use promotes good health.<br>. Ask pupils to define cosmetics as they believe they should be defined, rather than as the law defines them. Would they include soap? Do they believe that the distinction between a cosmetic and a drug as defined by law is valid?<br>. Why should articles defined as drugs (see Source column) have to prove their effectiveness while other cosmetics do not? To what extent, if any, do pupils feel that a strong cosmetic lobby might have influenced the cosmetic regulations? | the product, its manufacturer, packer, or distributor, and the quantity of its contents. The law also provides that a cosmetic must be free of substances that may make it injurious, that it be packaged in a safe and non-deceptive container, and that it be produced in a sanitary plant.<br>"If a toilet article is offered to prevent or cure an ailment, or to affect the structure or function of the body, it is a drug as defined by Federal law, even though it may be promoted and sold as a cosmetic. Some examples are products that are claimed to grow hair on bald heads, to remove wrinkles, to cure a skin disease or to treat and prevent dandruff. Certain other products, such as hormone creams or antibiotic deodorants, are defined as drugs because their ingredients affect the function of the human body. New drug products must be demonstrated to be effective, as well as safe, before they can be marketed.<br>"Many cosmetics—such as lipstick, rouge, and mascara—are intended to color the human body. Under Federal law, all cosmetics which are, or |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | | which bear or contain, color additives are required to be used under safe conditions as established by the Food and Drug Administration." FDA Fact Sheet |
| WHAT KINDS OF PRODUCTS ARE INCLUDED AMONG COSMETICS? | | |
| | . See how many types of cosmetics pupils can list. A typical wholesale beauty service catalog will list hundreds of items in a catalog of 30 or more pages. Items will include: bleaches, hairsprays, color removers, hair conditioning items, lotions, permanent wave materials, neutralizers, shampoos, foams, lip colors, hair sets, bath lotions, gels, rouges, rinses, enliveners, enamels, eye shadows, blushers, mascaras, eyeliners, astringents, waves, hair straighteners, lacquers, and even aspirins, antacids, and cough syrups. | . Included in the field of cosmetics are: creams to soften the skin; lipstick to color lips; powders to smooth the skin; rouges to tint the cheeks, lotions to cleanse, bleach, or tighten the skin; bleaches to lighten the shade of the hair; dyes to tint the hair.<br>. Equipment will include dryers, combs, blowers, irons, mirrors, vibrators, outliners, atomizers, caps, bibs, capes, aprons, wigs, pins, lashes, braids, clips, rollers, visors, nets, nippers, scissors, tweezers, razors, ear pads, gloves, emory boards, rods, sprayers, etc. |

THE MARKET BY AGE

| | 14-24 Years of Age 19.7 million women (Add 000) | 25-44 Years of Age 24.4 million women (Add 000) | 45 Years and Up 21.7 million women (Add 000) |
|---|---|---|---|
| Fragrance | $210,000 | $225,000 | $160,000 |
| Cosmetics | 300,000 | 400,000 | 180,000 |
| Treatment | 115,000 | 220,000 | 153,000 |
| | $625,000 | $845,000 | $493,000 |

Beauty Fashion, August 1971

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
|---|---|---|
| OF WHAT DO FRAGRANCE PRODUCTS CONSIST? | | |
| . Fragrance products come from all parts of the world and from a variety of materials. | . Conduct a discussion to see what knowledge the class has concerning the nature and source of fragrance products. Record the findings on the chalk or bulletin board under the title "This Is What We Thought Fragrance Products Consist of and Where They Come From." Then assign a research committee to find out the facts. On a parallel chalk or bulletin board, list the finding of the committee under the title: "This Is What We Learned About Fragrance Products."<br><br>. Invite a cosmetologist to discuss fragrance products and demonstrate typical products.<br><br>. Conduct a blindfold test to see which fragrances are most appealing. Do boys' judgments agree with girls' opinions? | . "Fragrance products are made up of raw materials from all corners of the globe, and sometimes as many as 200 or more ingredients are used in one perfume. Synthetic substances have been developed, some to duplicate natural oils and others to provide new fragrances. But perfumers still rely largely upon natural oils from around the world.<br>"The classic eau de Cologne, for instance, is a mixture of citrus oils derived from the fruit, not the blossoms, of the orange, lemon, lime, and bergamot trees as well as oil of petitgrain from the leaves and twigs of the orange tree.<br>"Lemon and orange oil from Sicily and California, lime oil from the West Indies, bergamot oil from Calabria in Italy, oil of petitgrain from Paraguay.<br>"In addition to these, a fixative agent is required to bind the ingredients together so that the volatile oils will not evaporate too soon. Otherwise, the scent is likely to change drastically as the first oils evaporate. This is disastrous to perfume quality, since one |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | | criterion of a good perfume is that any change in the fragrance be gradual and harmonious. "The fixative may be gums or resins, from Arabia or the forests of Thailand or Central and South America. Or it may be of animal origin – civet from the civet cat of Africa, musk from the musk deer of Tibet, or ambergris, the excretion of the sperm whale which roams most frequently off the coast of Sumatra or Madagascar. Synthetic fixatives also are used, some of which closely resemble natural fixatives like musk and ambergris." Snyder, Jean Maclean, "Fragrance Products," Reprinted from October 1969 issue of The Dental Assistant. |
| . Unless the manufacturer states differently, eau de cologne, cologne, and toilet water are essentially the same.<br>. They are less concentrated than perfume, usually contain lower-priced ingredients than perfume, cost less, and the scent does not last as long as perfume. | . Have interested class members discuss their selection and use of perfumes and colognes. What element present in larger degree in colognes than in perfumes gives a tingling, refreshing, cooling feeling to the skin? (alcohol) | |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
|---|---|---|
| . The selection of perfumes and colognes to meet individual tastes is so personal a matter that researchers are unable to find an answer to the question of what gives a fragrance a universal and lasting appeal. | . Have a specialist in perfumes from a department or perfume store explain the varieties of perfumes and colognes available. What does she find motivates customers to buy certain perfumes? What is a "top note"? (a strong odor release, when first applied) Why should one delay purchase until the "top note" has disappeared? Do cheaper perfumes change aroma an hour or so after application? Should a woman stick to one perfume or use a variety of perfumes, depending on the occasion? | |
| | . In what forms are fragrance products produced? (Have the class prepare other questions for discussion.) | . Fragrance products come in many forms: bath crystals, salts, oils, perfumes, colognes, bath oils, scented talcums, dusting powders. |
| OF WHAT IMPORTANCE IS THE COSMETIC MARKET FOR MALES? | | |
| . In nature, the brightest plumage is reserved for male birds.<br>. The bright colors of current male garments and the use of cosmetics by males are not new, but these practices have had a resurgence in modern days. | . Provide a display of currently used male cosmetic products, using empty cosmetic containers. | . The sale of men's toiletry items has increased remarkably since 1900 and now amounts to $697 million a year. |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
|---|---|---|
| | . From sources such as an encyclopedia, prepare cartoons of male glorification through the use of exotic dress and perfumes in bygone days. Examples:<br>- the use of musks by Chinese mandarins<br>- Emperor Hamurabi of Persia's order for his troops to wash themselves with perfume<br>- Assyrian King Assurbanipal's order to his men to curl their hair and beards with scented oils<br>- the elegant apparel of men in the pre-revolutionary French and English courts<br>- the scented handkerchiefs of 18th century gentlemen | . "Two centuries ago men of fashion used freckle creams, cold creams, hair brillantine, fragrant powders, scented mouth waters, lip salve, and a variety of fragrant liquids. The assortment on such a dandy's dressing table equalled or exceeded that of the woman of the day." Givaudanian, September 1968<br><br>. "Since the end of the ninteen forties, good grooming products of all types have been selling at all-time highs and the top of the pyramid is still nowhere in sight. But, there's really been nothing like the mad-cap high jump of men's toiletry sales. And, this grand event has come about in what is probably the shortest period of time any knowledgeable marketing man would have dared predict. Yes, the male animal is changing his plumes and he's doing it all by himself...without the urging or help of the opposite sex. Men's toiletries are indeed on the move." Ibid. |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| . Men now buy and use toilet products that formerly they would have denied owning.<br><br>. Men's fragrance products are basically the same as women's, but different scents are advertised. | . Comment on the following quotations from a trade magazine: "The 'new kind of man' that has emerged on the American scene will be using products ranging from hair sprays to foot preparations, hair colorings to bath oils, scented soaps to skin creams and then some. We have just scratched the surface.<br>"We don't expect the man, even though his fragrance tastes are changing, to like a product that would be considered for 'women only'. There will have to be toiletries scented for the man and advertised for the man.<br>"When it comes to colorings and hair sprays we are just making slight dents in the hard shell of man's resistance but we are breaking through.<br>"The man is just coming out of his shell and it will not be too long before he -- will buy as many or more toiletries than does the woman." | . The market for men's products includes shaving preparations, colognes, deodorants, scented soaps, hair colorings, talcum products.<br><br>. Men's colognes cover a full gamut of odors from the spice, woody, leather, floral types to the more exotic scents that are popular today.<br><br>. Special men's products are now marketed which are,in effect,the same types as those used by women but which are given masculine names. They include face bronzers, facial cleansing creams, lotions, "glow sticks," nightcap massages, wrinkle creams, moisturizers, and sun screens. |

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| | . What do pupils envisage as the extent of the market for men's cosmetics in the years ahead? Will males make increasing use of cosmetics? | |
| | . Does the increased use of cosmetics indicate that men are any less masculine? | |

Background Material:

"Men who regularly use deodorant, toothpaste, shampoo, shave cream, and after-shave lotion, are likely to think of these items as medicine-cabinet staples—but they're nonetheless cosmetics in every sense of the word. And if the cosmetic industry has its way, it's only a matter of time before the American male will wash his hands with specially perfumed soap, shampoo his hair with special male shampoo; bathe or shower with specially perfumed soap and/or bath foam, foaming or non-foaming oil; rub, spray, or dust himself with after-shower lotion, cologne or talcum; spray, squirt, roll, dab or pat on deodorant, cologne deodorant, anti-perspirant, deodorant talc, stick or cream, toilet-water deodorant or deodorant cologne; prepare his face for shaving with pre-shave cleanser, lotion or conditioner; shave with lather or brushless shave cream, or instant foam; pat, squirt or smooth on after-shave lotion, gel, stick, cream, medicated lotion, conditioner, 'toner,' 'facial' and/or moisturizer; apply liquid bronze, face-colored or green talc 'to neutralize a florid skin tone' and perhaps a wrinkle-smoothing lotion; and then splash, spray or roll on all manner of colognes and toilet waters. After all this, the cosmetic industry expects him to manage his hair with dandruff lotion, tonic, color restorer, hair cream, lotion or oil, and brilliantine. And before this much-perfumed male hits the fresh air, the cosmetic marketeers hope he'll protect himself with hand lotion, wind-sun-cold weather lotions and creams, lip pomade, and a hair spray or fixative. In between, the industry will urge him to take time for a facial masque. And so that he won't skip his treatments when he travels, a number of manufacturers have made up kits like box lunches filled with grooming items. Elizabeth Arden packed ten of her 20 'Arden for Men' products with the suggestion that the kit could later be turned into a sewing box—perhaps to hold his embroidery."

Stabile, Toni, "Cosmetics: Trick or Treat?" Hawthorn Books/Publishers, New York

* * *

"Barring some unforeseen national catastrophe—such as the current nostalgia craze ushering in a Yul Brynner look in men's hair styling—it appears the explosive growth of male aerosol hair grooming products is certain to continue.

"The parade of new aerosols for men has reawakened a hair grooming market which had been dormant despite rising national population in the 1960's. As one product manager described it: 'Before men started to wear their hair long a couple of years ago, young people weren't using hair grooms. Users of long established products were losing their hair or dying off.'

"There's the Dry Look, the Natural One, the Clean Look, Dry & Natural and Dry Control among the new brands. Remarkably similar packaging of at least four aerosols also adds to the confusion."

Advertising Age, May 24, 1971

* * *

"Much of this new awareness of appearance concerns the hair. Once a haircut was a haircut, and one hoped that the barber not only cut off the excess but combed the remaining hair with some skill—or else one took no chances and had the whole head clipped down to crew-cut conformity. Now the hair is worn longer and very often 'styled,' in salons as elaborate as many women's hair parlors. The razor is employed, supplementing scissors and clippers, and hand dryers and nets and European techniques that 'sculpt' the hair to a flattering and individual style."

"Esquire Good Grooming for Men," by the Editors of Esquire Magazine, Grosset and Dunlap, New York 1969

* * *

"In conclusion, it is appropriate to go back to the source of all revolutions—the mind. Psychologically, men are becoming more fastidious—at least in their attitude toward grooming. For instance, many men will no longer face the world without cologne, much as many women will not go out of the house without makeup. This trend represents more than just the establishment of habit, but also a feeling that fragrance is appreciated by others, even expected of the civilized man. With continued education, men may adopt this attitude in other areas, also begin to consider bath and treatment items as necessities, rather than luxuries."

Beauty Fashion, April 1971

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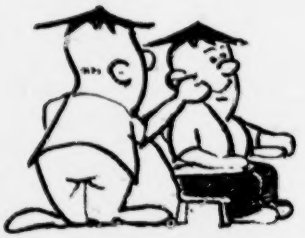
# PRACTITIONERS OF THE COSMETIC ARTS OVER THE AGES



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| **WHAT IS THE HISTORY OF COSMETICS?** | | |
| . Cosmetic arts and practices date back at least to the fifth century B.C. Although not so defined in the legal sense, the modern science of cosmetology comprises all substances, preparations, treatments, appliances, or operations used to improve the appearance of a person, including miscellaneous preparations, accessories, and devices used for bathing, hairdressing, massage, and embalming. | . In the earliest period of the use of cosmetics, these products were associated with religious practices. Common even in ancient days were the practices of burning incense, and the use of oils and unguents for anointing the living and the dead. What evidences of the use of cosmetics are there in modern religious practices? in preparation of the dead for burial?<br><br>. How many pupils can cite examples from early history of the use of cosmetics?<br><br>. The second phase of the use of cosmetics was their use by physicians. Cosmetics are no longer supplied by physicians. What name is now given to those who apply cosmetics to patrons of their establishment? | . Cosmetics have been in use for thousands of years. The Bible cites examples of anointing the head and body with oils. Cleopatra, an early Egyptian figure, was noted for her ability to make and use cosmetics. The physicians of ancient Rome, Greece, and Arabia supplied cosmetics to their patrons. Indeed the word "cosmetics" comes from the Greek work *Kosmetikos*, meaning skilled in decorating.<br><br>. While most historical studies attribute the first use of cosmetics to the early Egyptians, researchers in anthropology, archeology, and ethnology reveal that civilizations at least as old as that of Egypt, including India and the Orient, used cosmetics. |
| **WHAT SIGNIFICANCE, IF ANY, CAN BE ATTACHED TO THE VITALITY OF A CIVILIZATION AS JUDGED BY ITS ATTENTION TO THE BEAUTIFYING ARTS?** | | |
| . Some observers look upon the increasing preoccupation with the beautification of the body as a sign of softening of the character of the Nation. | . The arts of cosmetology and the use of cosmetics reached unprecedented heights during the height of the Roman Empire. Do pupils see any significance or parallel in | . "The magnificent Roman baths were like club houses, where the elegant gentlemen of the period liked to be steamed, anointed, massaged, and perfumed, while the elegant ladies |

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| . Others see it as a natural and healthy evidence of the maturing of our civilization as it moves from a frontier society to a more sophisticated type. | the increased sales of cosmetics and the rapid growth of saunas, health clubs, reducing parlors, and similar establishments today? Does the popularity of these establishments represent any softness in American character and strength or is the reverse true? Does such a trend presage a decline and fall of American civilization comparable to the decline and fall of Roman civilization? | were enjoying appropriate beautifying practices and artifices at home." Wall, Florence, "Cosmetic Science and Technology," Interscience Publishers, Inc., New York |

For further study of cosmetics see:


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V. 1. Background, 1962
V. 2. Cosmetic Materials, 1962

Feiks, Madeleine. "Our Cosmetic Heritage--Ancient Egypt." Part I. Beauty Fashion, February 1955.

____. "Our Cosmetic Heritage--Ancient Egypt." Part II. Beauty Fashion, March 1955.

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____. "Our Cosmetic Heritage--The Golden Cosmetics of the Roman Empire." Beauty Fashion, November 1955.

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Harry, Ralph G., "The Principles and Practice of Modern Cosmetics." Chemical Publishing Co., Inc., New York.
V. 1. Modern Cosmeticology, fifth ed., 1962
V. 2. Cosmetic Materials, 1963

Hughes, George R. "The Cosmetic Arts in Ancient Egypt." Journal of the Society of Cosmetic Chemists, 10:159, May 1959.

Jameson, Eric. "Women, Beauty and Quacks." World Medical Journal, September 1963, pp. 286-88.

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Keithler, W. R., "The Formulation of Cosmetics and Cosmetic Specialties," Drug and Cosmetic Industry, New York, 1956.

Mildner, Theodor. "Bathing in Former Times--A Cultural and Historical Study." The Givaudanian, December 1960, pp. 5-9.

____. "Origin and History of Cosmetics." The Givaudanian, April 1961.

____. "Origin and History of Cosmetics." The Givaudanian, May 1961.

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____. "Origin and History of Cosmetics." The Givaudanian, July-August 1961.

____. "Origin and History of Cosmetics." The Givaudanian, September 1961.

____. "Beauty Products in the Works of Ovid." The Givaudanian, January 1962.

Stoller, Leonard. "Beauty Recipes of Yesteryear." The Givaudanian, July-August 1961.

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| HAS THE TYPE OF DRESS AND USE OF COSMETICS HAD SOCIAL SIGNIFICANCE THROUGHOUT THE AGES? | | |
| . Just as "clothes make the man," so the type of apparel worn and the use of cosmetics to enhance appearance tend to create a favorable or unfavorable impression on the observer. | . To what extent do the type of dress and the type of cosmetics used characterize social groups today? Have the class demonstrate their agreement or disagreement with the statement in the form of a skit, bulletin board display, or other method. | . "Throughout the Hellenistic period, hairdressing was considered very important. Every item of dress, for both men and women, was prescribed. The number, size, shape, and colors of garments, not only for persons in various social groups—rulers, aristocrats, commoners, soldiers, tradesmen, prostitutes, slaves—but also for those of different ages—young people, married women, dowagers, widows—were planned so that there would be no mistake in placing anyone correctly.<br>"Coiffure was always included in these regulations. For a man, this meant the length of his hair and the size and shape of his beard and moustache, if any. For a woman, it meant the size and position of a chignon, the type and position of ornaments, and the size, shape, color, and position of a veil, if any."<br>Wall, Florence, "Cosmetic Science and Technology" |

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| | . Poll the class to see what type of cosmetic is most commonly used by both boys and girls. | . "Of all the items related to modern cosmetics and cosmetology, perfumes—aromatic materials in general show the longest continuous record. Unquestionably, perfumes were the first products of the industry to be offered for barter and sale." |
| . Many civilizations and nations have contributed to the art of cosmetology. | . The class may find it interesting to learn the origins of commonly used cosmetic elements. For example, we are indebted to the Arabian pharmacists for the introduction of metallic salts in the treatment of skin conditioners, and the use of ambergris, camphor, and musk as perfumes. Research the source of other commonly used cosmetics. | . The Arabian world contributed much to the science of cosmetology through stress on improvements of general health and applications of various branches of science, notably chemistry, physics, botany, and mathematics to the problems of health. Among other contributions were introduction of apothecary's weights, the compounding of drugs, spices, and sweet-meats, and the extended use of herbs, spices, and aromatics. |
| . The separation of cosmetics from the field of medicine began to take place in the 13th century. | . Is the line between medicine and cosmetics clearly drawn now? Consider the advertisements of certain salves, lotions, and ointments. Do they make a dual appeal both to health and beauty? How many such products can the class identify? Make a bulletin board display of such advertisements. (Dial soap, Noxema ointment, Crest toothpaste, etc.) | . "Henri de Mordeville, a Thirteenth Century Frenchman and noted lecturer on medicine and anatomy, was among the first to distinguish between pathological conditions of the skin that merited medical treatment and the application of cosmetics for embellishment only. In his book 'Doctrina decorationis,' de Mandeville gave many recipes for depilatories, dyes, |

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| | | ointments, pomades, soaps, paints etc. 'to repair the irreparable outrage of years.'" Ibid. |
| . At one time the use of cosmetics was considered almost immoral. Now their use is so accepted and so common that the use of cosmetics is taught in school. | . Makeup and cosmetic usage is commonly considered in home economics courses and is, of course, taught in specialized cosmetology courses. Should such instruction be included for all students, including boys?<br><br>. Have students ask their mothers and particularly grandmothers if they can remember when the generous use of cosmetics was frowned upon by society. How did girls enhance their beauty without the purchase of cosmetics? (Tips: heated irons were used to curl hair, hairbrushes applied briskly to the skin brought a rosy glow to the cheeks, household corn starch smoothed out blemishes, sliced cucumbers served as an astringent, etc.) | . "Cosmetics are not immoral anymore, and there is no reason why children, to whom these products are directed now, too, should not be taught how to use them in school, according to an analysis ... by Ernest Dichter, president of the Institute for Motivational Research and long-time prober of the psychological and sociological basis for the buying of products." Drug Trade News, quoted in Consumer Reports, March 1972 |
| . Fashions in the use of cosmetics and toiletries change. | . In the Middle Ages people seldom bathed. Layers of cosmetics were used to cover the skin. In recent years the trend has been toward the well-scrubbed "wet" look, sometimes described | . Some cynic has designated the period of the Middle Ages as "A thousand years without a bath." |

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| . Although fashions in cosmetics change, the same products tend to repeat in popularity over a span of years. | as the "dewy" or "moist" look. What is the latest fashion trend? Are facial sauna devices still in style? What other treatments are popular?<br><br>. What "special ingredient" is being promoted? Are estrogen hormone creams, cosmetic turtle oils, and derivatives of the aloe vera plant which made their appearance 3 or 4 years ago still in current vogue? If not, what is the current vogue? | . "This is the year of organic or natural foods, translated in the cosmetics industry as a 'cucumber' face wash, 'strawberry' skin tonic, a 'celery' astringent, and lots of 'avocado' preparations." Consumer Bulletin Annual, Consumers' Research, Inc., 1973<br><br>. Musk oil is being highly advertised now — featuring special scents such as strawberry, etc. |
| . "There is nothing new under the sun." | . It is said that "History repeats itself." Is this true regarding beauty products and services?<br><br>. Have the pupils check the types of advertised products and the amount of space given to them in the cosmetic sections of such catalogs as Sears, Roebuck and Company and Montgomery Ward. What conclusions do pupils draw as to the prevailing styles in cosmetics and their importance to merchandisers handling these products? | . "Over the years, extravagant claims have been made for the skin-smoothing properties of royal jelly (from bees), placenta of cows, a chick embryo extract, shark oil, mink oil, turtle oil, vitamins A and D, colloidal gold. After a brief advertising campaign promoting the 'wonder-working' products at a high price, they usually disappear from the market." Consumer Bulletin Annual, Consumers' Research, 1970 |

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| HOW SAFE ARE COSMETICS? | | |
| . In 1906, when the first Pure Food and Drug Law was passed, the need for consumer protection as regards cosmetics was not apparent. | . If these publications are available, have pupils read: "Skin Deep" by M. C. Phillips or "100,000,000 Guinea Pigs" by Kallet and Schlink for revealing reports of hazardous ingredients used in cosmetics and the unfortunate consequence of the use of cosmetics contaning these substances. | . "The 1938 Food, Drug and Cosmetic Act prohibits the marketing of any cosmetic that is harmful to the user. The law, however, does not require declaration on the label of the essential ingredients of the product—information that would be extremely useful to many persons, especially those who are allergic to certain substances. Nor does the 1938 Act require pretesting of a product before it is distributed. Fly-by-night manufacturers can put alluringly advertised products on the market, make a quick killing, and then dissolve their organization when the Food and Drug Administration begins checking on complaints of unhappy experiences from users of such products." Consumer Bulletin Annual, Consumers' Research, Washington, N.J., 1968 |
| . In the 1930's, many consumers suffered from reactions to the dyes, metals, and chemicals used in cosmetics. | . How does the government protect consumers today from hazardous cosmetic products? | |
| . Between 1900 and 1938, annual cosmetic sales grew from $5 million to $366 million. Cosmetic injuries were reported with increasing frequency. | . What precautions must consumers still take? | |
| . Kallet and Schlink, in their book "100,000,000 Guinea Pigs," 1933, pointed out the grave hazards present in certain cosmetics. Other writers, such as M. C. Phillips in her book "Skin Deep," confirmed the findings of earlier writers. | . Ask pupils to recount examples of reactions to cosmetics. Have any found it necessary to discontinue the use of antiperspirants, deodorants, hair bleaches, hair dyes, nail lacquers, eye makeup, perfumes, or soaps? | . The American Medical Association's Committee on Cutaneous Health and Cosmetics has estimated that 5 to 30 percent of patients have skin problems - some of which are caused by reactions to cosmetics. |
| . The result of the publicity regarding potential hazards to health from cosmetics led to the passage in 1938 of the Federal Food, Drug, and Cosmetic Act. | | |

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| . "A number of physicians specializing in skin disorders report that they are seeing an appreciable number of people who have been made allergic to sunlight by some of the big-selling after shave lotions and by the deodorant toilet soaps that contain germ-killing chemicals other than hexachlorophene. The doctors aren't certain what ingredients in the lotions cause the allergy, but with the soaps they claim that a chemical known as tribromosalicylanilide (TBS) is the main offender." Wall Street Journal, February 1972. | . Do pupils feel that the present regulation of the industry provides sufficient safeguards to consumers? | . Food and Drug Administration |
| | | . The Medicine Show, Consumers Union, Mt. Vernon, N.Y. |
| | . Are pupils aware of any cases of consumers who still suffer injury from cosmetic use? If so, what further steps should be taken? | . Special cosmetics for those allergic to regular cosmetics are now on the market. |
| . Some authorities in the field feel that regulations to protect consumers need to be strengthened. | . Comment on the following quotation from Consumer Bulletin Annual, 1973, Consumers' Research: "Since cosmetics are not required to list their essential ingredients on the label it is often difficult for medical men to treat a patient for dermatitis or other allergic reaction suspected to be caused by some cosmetic. The demand for a list of the ingredients on the label has been met by the trade with a proposal of the Cosmetic, Toiletry and Fragrance Association for voluntary *registration* (listing) of the names of cosmetic product ingredients with the Food and Drug Administration, the information to be made available to consumers who indicate a valid need for requesting it." | . "Scientific knowledge in this industry, as with other new industries, was very rudimentary in these early days. Many firms used no control at all. Products were placed on the market to stand or fall simply by the experience of the customers. In the rush of the expanding market some manufacturers abandoned not only such science as was available, but also common sense and ordinary business prudence. "Some of the products were very bad, indeed. "Thallium -- an ingredient now considered too dangerous for ordinary use even in rat poison -- was used in a depilatory. High-mercury-content ointments were sold as skin-bleach creams. Chemicals capable of causing blindness were used in eyebrow dyes. One such injury, which resulted in a case of blindness from an eyelash color, |

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| | | dramatized to Congress the need for cosmetic protection, and was an important factor in the inclusion of this protection in the 1938 act." "What Consumers Should Know--About Cosmetics," U.S. Food and Drug Administration Fact Sheet. |
| WHAT PROTECTION DO CONSUMERS GET? | | |
| . The Food and Drug Administration attempts to protect consumers from dangerous cosmetics. | . List the services provided by FDA to safeguard cosmetics. | . "Cosmetics," FDA Fact Sheet |
| | . What safeguards are <u>not</u> provided by FDA? | . "The cosmetic label must tell the truth. It must state the true net contents by weight or volume, to guide the shopper in comparing amounts of various brands. It must also bear the name and address of the manufacturer, packer, or distributor." Ibid. |
| . Even though products are sold as <u>cosmetics</u>, if the article claims to prevent or cure an ailment or to affect the structure or function of the body it is by law classified as a <u>drug</u>. | . Make a list of products sold as cosmetics which Federal law classifies as drugs. Examples: dandruff remedies, wrinkle removers, hormone creams. | |
| . In spite of FDA regulation, many consumers are harmed by cosmetic preparations. | . Gather the experiences of those who have had harmful reactions to cosmetics. Why, in spite of FDA surveillance, was this so? | . "In 1960 the basic Federal Food, Drug, and Cosmetic Act was extended to provide that colors used in or on foods, drugs, cosmetics, and the human body must be proven safe before they could be used. This proof of safety is required for all colors - those of animal, vegetable, or mineral origin as well as coal-tar colors. When it is considered necessary, each batch of colors |
| | . What, if any, additional powers should be given to FDA? | |
| | . What can consumers do to protect themselves from harm in using cosmetics? | |

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| | . Have pupils draw up a model regulation to strengthen the power of the Food and Drug Administration in protecting cosmetic users. Submit the proposed regulation for comment and reaction to the Food and Drug Administration and to one or more cosmetic manufacturers. Reconsider the proposed regulation in the light of the comments received. | must be tested by the Food and Drug Administration before it may be sold. A finished cosmetic which colors the human body, such as lipstick or rouge, must meet the requirements for safety before it may be sold." Ibid. |
| | . Comment on the following quotation from Consumer Bulletin Annual, 1973: "To supply safer cosmetics to the user who is sensitive to common ingredients, several manufacturers offer a line of what are called 'hypo-allergenic' cosmetics. The products are formulated with ingredients that are considered fairly free from likelihood of allergic reactions. Actually, of course, no cosmetic can really be termed non-allergenic because there is always the possibility that some ingredient will cause an unfavorable reaction with someone. One manufacturer of hypoallergenic products has pointed out that women may be allergic to some of the new 'natural' or 'organic' cosmetics, for example, | . "The law prohibits ingredients that would injure the normal person using a cosmetic for its intended purpose according to label directions. However, FDA must prove harmfulness under the normal or likely conditions of use before court action can be taken to remove a product from sale." Ibid. |
| | | . Stabile, Toni, "Cosmetics: Trick or Treat?" "All told, the brave-sounding Food, Drug, and Cosmetic Act merely chided cosmetics with minimal labeling rules and after-the-fact wrist-slapping. Under it, the FDA then, as now, could act only after a cosmetic had been sold in interstate commerce and had caused injury or was proved to be mislabeled. Ingredients didn't need to be disclosed even though known to be injurious and even after they had maimed or killed. Any product in |

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| | including strawberries and herbs that are currently being featured as perfume or flavor." | the guise of a cosmetic could, and still can, sail into the market untested and without warning of risk—until and unless injuries are reported and the FDA catches up with it."<br>. Experiences of pupils friends, parents<br>. Consumer Bulletin Annual, Consumers' Research, Inc., 1968<br>. "A well-known drug company took a large quantity of suntan lotion off the retail market after it discovered that some of it was contaminated with pseudomonas. Pseudomonas is a microorganism capable of causing serious infections of the skin and is relatively resistant to commonly used antibiotics." Consumer Reports, August 1972<br>. "Consumer Economic Problems," Wilson-Eyester, Southwestern Publishing Co. |
| . FDA attempts to remove from the market those cosmetics that are harmful or falsely labeled.<br>. The Food, Drug, and Cosmetic Act provides that cosmetics that are unsafe, adulterated, or misbranded | . Debate the question as to whether cosmetics should be tested and approved by FDA <u>before</u> going on the market. | . "Read the Label - It's Your Protection," FDA<br>. Stabile, Toni, "Cosmetics: Trick or Treat?" Hawthorne Books, 1967<br>. Federal Food, Drug, and Cosmetic Act |

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| may be removed from interstate commerce. | | |
| . Among the regulations of the FDA are these:<br>- Cosmetics must be labeled<br>- False and misleading representations are barred<br>- Informative information about the product, its manufacturer, packer or distributor, and the quantity of its contents must be given<br>- The product must be free of injurious substances and be produced in a sanitary plant. | . As pupils read the regulations of FDA regarding cosmetics, ask them to discuss the question as to whether they really feel that "false and misleading representations are barred," "informative information is given," and "products are free of injurious substances." | |
| . There is considerable evidence that the claims made for many cosmetics are overstated and that some cosmetics may indeed be harmful. | . Gather information from friends, family, and your own experience. Are cosmetics claims overstated? Are examples of harmful effects from the use of cosmetics available?<br><br>. How can those with allergies protect themselves from harmful effects of cosmetics? | . Kallet, Arthur and Schlink, F. J., "100,000,000 Guinea Pigs," Vanguard Press, 1933<br><br>. "Toxicity Problems of Cosmetics," Symposium on Cosmetics, New York, N.Y., December 27, 1956<br><br>. Gaul, L. Edward, M.D., "Skin Troubles We Give Ourselves," Today's Health, August 1956<br><br>. "Five Swindles to Watch Out For" — Reader's Digest, August 1958<br><br>. "Dermatitis Due to Cosmetics" — Southern Medical Journal, October 1962 |

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| . FDA has certain restricted authority to regulate the cosmetic industry. It does not have the power to require the manufacturer to state the ingredients of his product. However coal-tar hair dyes must be labeled as follows: "Caution: This product contains ingredients which may cause skin irritation on certain individuals and a preliminary test according to accompanying directions should first be made. This product must not be used for dyeing the eyelashes or eyebrows. To do so may cause blindness." | . Obtain from the Food and Drug Administration copies of the Food, Drug, and Cosmetic Act. Note what powers are given to the Administration and what powers are not given. Should stricter controls be written into the law?<br><br>. Comment on the following statement by FDA Assistant Commissioner Winton B. Rankin: "The problem today is not so much the products that are known to harm, but the cosmetics that are not known to be safe." | . "Coal-tar hair dyes are exempt from this (the coloring) requirement, however. It is known that these hair dyes can cause allergic reactions in some persons. The law requires the label of this kind of hair dye to bear a conspicuous warning that it contains ingredients which may irritate the skin, and to give adequate directions for the user to make a preliminary sensitivity test, called a 'patch test.' This is to enable a person to tell whether she will be sensitive to the dye, and to avoid its use if she is." FDA Fact Sheet<br><br>. "FDA officials say that mercury compounds as active ingredients may be found in certain skin bleaching or facial creams and lotions. Mercury compounds have also been widely used as preservatives in a number of cosmetics, including certain hand and body creams and lotions; hair shampoos, hair rinses, hair straighteners, hair colorings; bath oils, bubble bath; makeup; antiperspirants and deodorants.<br>"There is evidence that prolonged use of mercury-containing products may result in |

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| | | mercury poisoning with symptoms such as numbness or aching extremities, weakness, nervousness and difficulties in speech, vision or hearing." Consumer News, U.S. Office of Consumer Affairs, August 1, 1972 |
| . A program of voluntary filing of cosmetic product ingredients has been begun with a number of firms cooperating with the FDA. | . Should all cosmetic companies be required to disclose the ingredients of their products to the FDA? What factors might lead the FDA not to press for power to require the disclosure of ingredients? In a conflict between the interests of companies and of consumers, which side should prevail?<br><br>. Appoint a committee to contact the school health counselor or the American Medical Association, Order Department, 535 N. Dearborn St., Chicago, Illinois, to secure pamphlets on appropriate information concerning cosmetics and beauty aids, specifically:<br>OP-29 Dandruff 15¢<br>OP-34 Deodrants and Antiperspirants 25¢<br>OP-60 Understanding Hair Color 25¢<br>OP-79 Operation Diet Right 25¢<br>OP-271 Use and Abuse of Soap 25¢<br>OP-318 The Sun and Your Skin 20¢<br>OP-322 The Healthy Way to Weigh Less 15¢ | . "The Food and Drug Administration, over the protests of consumer groups, is expected to authorize soon a controversial and far-reaching experiment in self-regulation by the $6 billion-a-year cosmetics industry. "Within a few weeks, the agency plans to approve formally a proposal by the Cosmetic, Toiletry and Fragrance Association, the industry's major trade group, for voluntary registration and disclosure to the government of hitherto highly secret cosmetic formulas. As a result, the FDA expects to be far more able to identify cosmetic hazards and require the removal of dangerous products from the market. The agency wouldn't disclose the secret formulas, however. "Critics of the plan note that the companies will still remain largely free of federal controls. Indeed, the industry-devised system is obviously designed |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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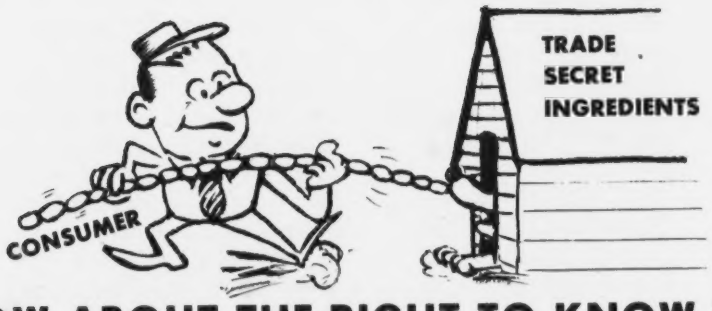
| | OP-333 The Aging Skin 25¢<br>OP-95 How Do You Shape Up? 25¢<br>OP-116 Psoriasis: the Scaling Disease 15¢<br>OP-118 Aid for Acne 25¢<br>OP-134 Excess hair and Its Removal 25¢<br>OP-184 Shaving Advice for Men 15¢<br>OP-208 Cosmetic Surgery 30¢<br>OP-60 Understanding Hair Coloring 25¢<br>COOl Allergic Contact Rashes - single copy free | to ward off firmer regulation by the government."<br>"FDA, Cosmetics Firms Work Out a Program For Spotting Hazards," The Wall Street Journal, February 2, 1972<br><br>"Virginia H. Knauer, special assistant to President Nixon for consumer affairs, has announced the start of a national campaign requiring the $6-billion-a-year cosmetics industry to label its products with all chemical ingredients.<br>"Mrs. Knauer said an average of 60,000 women a year develop reactions to cosmetics serious enough to consult skin specialists. Many more treat themselves, she said.<br>"'If all the ingredients were labeled,' she said, 'the ones causing allergic reactions could be identified and eliminated.'<br>"Mrs. Knauer said she hopes that with sufficient pressure the cosmetics manufacturers will comply voluntarily."<br>"Government Requests Labels on Cosmetics," Albany Times Union, August 14, 1972 |




"HOW ABOUT THE RIGHT TO KNOW ?"

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| WHAT HAZARDS TO HEALTH DO COSMETICS THAT ARE NOT COVERED BY REGULATION POSE? | | |
| . Although the law now requires manufacturers of cosmetics which color the human body to prove the safety of such a cosmetic, it does not require the manufacturers of other cosmetics to test ingredients or products for safety before marketing. | . Have the class consider the unresolved problems connected with the purchase and use of cosmetics and proper solutions. The following are some problems, but no doubt the class can suggest others:<br>- The Food and Drug Administration cooperates, when asked, in planning tests to establish the safety of cosmetic products. What about the firms that do not ask for such cooperation?<br>- Should the law require premarketing safety clearance for cosmetics?<br>- What about the occasional person who is allergic to a particular cosmetic? Can any protection be afforded these consumers or must they learn the hard way that certain cosmetics affect them adversely?<br>- Even though the regulations state that warnings and cautions must appear on the label, many consumers do not read the label or follow instructions. Should products be required to be foolproof to protect those who do not follow directions? | . "The FDA says 60,000 people are injured every year from cosmetics, seriously enough so their activity is restricted for one day or medical care is required. Injuries include skin eruptions, loss of hair, burns, itching and lacerations. Poisonings, especially of children, and allergic reactions from cosmetics are common. The cosmetic industry dismisses allergic reactions as 'rare,' saying they are due to 'individual sensitivity' over which they have no control and which is not the fault of the product." Everybody's Money, Summer 1972, CUNA International, Madison, Wisconsin<br><br>. "Cosmetic manufacturers are not required to prove the safety of their products or label ingredients on their packages. They say ingredient labeling would 'spoil their labels' and 'give away trade secrets.' They refuse to give ingredient listings even to those people who suffer from allergic reactions." Ibid. |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | . As the following news release indicates, cosmetic manufacturers are beginning to indicate a willingness to reveal the ingredients in their products. Should such a requirement be written into law or regulation? "The Office of Consumer Affairs has received letters from 19 cosmetic manufacturers indicating that they are considering ingredient labeling of their products. The letters were in response to inquiries made by OCA about the companies' policies on ingredient labeling. "Virginia Knauer, OCA Director, has been urging cosmetic makers to provide ingredient information because (1) ingredient labeling will allow consumers to avoid products containing noxious or allergy-causing substances; (2) such information will help doctors to diagnose allergies; (3) consumers "have a right to know what is in a product before buying it; in particular, they are entitled to know precisely what is in something being put on their skin, hair, or near their eyes." Consumer News, Office of Consumer Affairs, September 1, 1972 | . Congress is now considering premarketing safety clearance of types now required for new drugs, food additions, and color additives.<br><br>. "There is always an occasional person who is allergic to a particular cosmetic or cosmetic ingredient, and no law can be written that would completely protect all such persons. However, if a product causes injury to an appreciable number of persons - even though injuries appear to be of allergic origin - then the product is deemed to be injurious and is removed from the market." Fact Sheet, Food and Drug Administration<br><br>. "What does the term 'hypoallergenic cosmetics' mean? Dr. Charles Edwards, commissioner of the Food and Drug Administration, testifying before the house appropriations committee, is quoted as saying that the phrase means nothing except a low incidence of allergic reactions. In other words, the person with a particular sensitivity to some basic cosmetic substance may be unable to use any product, for example nail lacquer, that |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | - Should the consumer be entitled to know the cosmetic ingredient or should this continue to be a trade secret?<br>- Sometimes adverse reaction to a cosmetic comes only after prolonged and continuous use. The consumer who had no immediate adverse reaction may not even be aware that the cosmetic used safely so long is now the cause of a reaction. What protection, if any, can be given to such consumers? | frequently contains one or more solvents that cause allergic reactions. For those who do suffer distress suspected to be due to certain cosmetics, the Food and Drug Administration has a plan for making available a statement of the general ingredients of particular products that might cause adverse reactions." Consumer Bulletin, August 1972<br><br>. "Heed the warning statements on the label of hair dyes, tints, and rinses made with coal tars. Much of your protection in using these products depends on you." Food and Drug Administration Fact Sheet<br><br>. "The industry will never reveal ingredients because they are all virtually the same. If the industry had to prove the efficacy of its products, a lot of cosmetics would go off the market. In the meantime, since labeling isn't required, a pharmacist or doctor doesn't know for sure which ingredient may have caused an allergy or an infection, or poisoned a child." Everybody's Money, Spring 1972, CUNA International, quoting Professor Joseph Robinson of the University of Wisconsin. |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | | . "A 'patch test' should never be omitted when the label of the product calls for it. The adverse reactions can be quite serious. Since sensitivity can be built up by repeated applications, there is no way except the patch test to determine the reactions of any individual at any time. Do it before each application." Fact Sheet, Food and Drug Administration |
| . Some consumers are allergic to certain cosmetics that do not have adverse effects on the majority of consumers. | . Have the class poll family and friends to determine if any adverse reactions have been noted which might be due to cosmetic usage. Among the symptoms which dermatologists have noted are the following:<br>- "Skin - Contact dermatitis, urticaria photosensitivity may be traced to nail polish, nail polish remover, cosmetic creams, lotions, perfumes, perfumed cosmetics, colognes, soaps, deodorants, astringent lotions, dry shampoo, liquid shampoo, permanent wave solutions, hair dyes, hair tonics, hair lacquers, eyebrow and eyelash dyes, depilatories, skin peeling preparations, bleaching creams, | . Perfumes, which are often a blend of a number of substances, are the most common cause of unfavorable cosmetic reactions when used by certain consumers.<br>. Unscented cosmetics often provide relief for allergy sufferers.<br>. It is estimated that 7 million American women have sensitive or allergenic skin. Some firms now specialize in producing hypoallergenic cosmetics to meet the the needs of this large group of consumers.<br>. "Safety Guidelines to Hair Bleaching" and "Guidelines for Straighter Hair" leaflets from the Committee on Cutaneous Health and Cosmetics, American Medical Association, 533 North Dearborn Street, Chicago, Illinois 60601 |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| . Some cosmetics also regarded as drugs may affect the body. | freckle creams, shaving cream, wave sets, tooth paste, tooth powder, rouge, liquid face powders, cake face powders.<br>- Nails - Cracking, splitting, damage to nail bed (onychosis, paronychia) may be caused by nail lacquers, nail lacquer base coat, nail lacquer removers.<br>- Lips - Chronic dryness, chapping, cracking (chelitis) can come from lipsticks containing indelible dyes.<br>- Eyelids - Dermatitis may be caused by nail polish, soap detergents, astringents, eyebrow and eyelash dyes.<br>- Scalp - Dermatitis of the scalp may be caused by soap, shampoo, hair tonics, hair dyes, permanent wave solutions, wave sets, hair lacquers.<br>- Ears - Auricular eczema may come from soap, shaving soap, shaving cream, shampoo, hair tonics, hair dyes.<br>- Conjunctiva - Conjunctivitis may be traced to scented cosmetics, perfumes, toilet waters, dusting powder, face powder, wave set, dry shampoo, | "Give particular attention to warnings on labels for cosmetics intended to alter the structure or function of the body. Such cosmetics--including hormone creams, skin bleaches, and certain types of deodorants -- are also regarded as drugs. Observe warnings and follow directions on the label of these cosmetics as carefully as you would for any other medicines!" Food and Drug Administration Fact Sheet |
| . Wild and extravagant claims are often made for products. By the time the case is taken to court and proof is made that the product will not do what is claimed for it, the promoter may have made a fortune. Indeed he may once again make such claims for a similar product under a different name and once again bilk consumers. | | . "In evaluating the claims made for cosmetic products, many persons are so influenced by the natural desire to improve the appearance that they are inclined to accept as fact what amounts to wishful thinking. Consumers should be skeptical of extravagant claims and should know that surface applications to the skin or hair cannot produce deep physiologic changes -- or at least if they did they would be dangerous and could be used safely only under medical supervision. The Food and Drug Administration knows of no scientific evidence that any cosmetic will grow hair on bald heads, remove wrinkles, eliminate freckles, restore lost youth to |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | hand lotions, toothpaste, denture adhesive, sachets, hair sprays.<br>- Gastro-intestinal - Gastritis, enteritis, colitis may be traced to small amounts of lipstick licked from the lips." Kahn, Julius B., "Hypo-Allergenic Cosmetics," Nard Journal, January 16, 1967 | the skin, or produce a slimmer contour of the face or body. However, FDA cannot go to court against a particular product unless and until it can prove that the product will not do what is claimed for it. Testing to disprove such claims may be time-consuming and expensive." Food and Drug Administration Fact Sheet |
| . The extent of the problem of allergic response to cosmetics by certain consumers has led to the development of hypoallergenic cosmetics. | . What, if any, relief has been possible for those allergic to common cosmetics? Does any class member have such allergic reactions? How was the cause of the allergy determined? What relief has the class member found from these symptoms? | . "The cosmetic industry enjoys a 'luxury status,' says Professor Joseph Robinson of Wisconsin University. Manufacturers are exempt from regulations that control other consumer products such as food and drugs." Everybody's Money, Spring 1972 |
| | . For a different point of view regarding the possible hazards of cosmetics have pupils read the statement of Robert L. Godemberg reported by United Press International on Dec. 20, 1972 entitled: "Those Cosmetics You're Using Are Safer Than Ever." Among other things he said "The cosmetics you use today are safer than were their counterparts 10 years ago—and it's not necessarily because consumers are on the warpath." | . "The FDA can act only after a cosmetic has been sold across state lines and has caused injury or been proved mislabeled. The agency does not require pretesting of cosmetics. If a cosmetic is found to be injurious, the FDA can make seizures to get the product off the market. If a product is mislabeled, the FDA can make only one seizure and must go through lengthy court procedures to stop production. The burden of proof is with the agency." Everybody's Money, Spring 1972 |

## References on Allergic Response to Cosmetics

Those who desire to learn more about the nature of cosmetic allergies are referred to the following sources:


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Conley, Veronica L., "What You Should Know About Hypo-Allergenic Cosmetics," Rx Health, May 1964.

Davidow, Bernard, "Safety Tests for Primary Irritation or Sensitization," Drugs and Cosmetic Industry, 80:608, May 1957.

Horn, Henry J., "Principles for Evaluation of the Safety of Cosmetics from the Standpoint of Inhalation," Proc. of Sci. Sec. T.G.A. #29, p. 36, June 1958.

Pfeiffer, Kurt J., "Compatibility of the Skin to Cosmetics," American Perfumer, 70:37, July 1957.

Taub, Samuel J, M.D., "What Goes On Under Your Make-up If You're Allergic To Cosmetics," Reprinted from Rx Health, Ar-Ex Products Co., 1036 Van Buren St., Chicago, Illinois 60607.

Zakon S. J., M.D., and Kahn, J. B., "Uticaria From Perfume," Archives of Dermatology and Syphilology, July 1945, Volume 52.

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| WHAT STEPS ARE BEING TAKEN TO REDUCE THE HAZARDS OF COSMETICS?<br><br>. One of the most important steps to reduce possible hazards of using cosmetics is the proposal now before the Senate Commerce Committee (S. 1478) which would arm the Environmental Protection Agency with power to require premarket testing of new chemical substances. | . Do pupils feel that power to require pretesting of possibly hazardous substances should be required? What difficulties would such legislation pose for business? What benefits might be gained? | . Under the terms of S. 1478 "The Environmental Protection Agency would have to report such hazards to the proper Federal agency if a chemical substance 'may pose a hazard when transported, or when used on or in food or as a drug or cosmetic, or may be a hazard to employes in their place of employment, or may pose a hazard directly to consumers resulting from the personal use, enjoyment, or consumption of marketed products which contain or might contain the substance.'"<br>"Senate unit OKs chemical pretests," Women's Wear Daily, March 8, 1972<br><br>. "The Food and Drug Administration powers under the FDC act, as they involve cosmetics, are limited at this time to recalls of products after a showing of hazard, but FDA does have more power than that over the food industry."<br>"Senate unit OKs chemical pretests," Women's Wear Daily, March 8, 1972 |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| WHAT ABOUT SKIN REJUVENATION TO RESTORE BEAUTY? | | |
| . Face peeling is a process in which the outer layer of the skin is burned off with a chemical solution so that a new (and it is hoped) less wrinkled layer will grow in its place. | . Compile a display of advertisements claiming to restore lost beauty through chemical or surgical face lifting. How many of the advertisers appear to be qualified, medically-trained persons? How might one check on the professional skill of such operators? (Refer inquiry to local, State, or national medical association.) | . "The medical term for chemical face treatments is chemosurgery. It is not a new discovery, although widespread popular interest in it as a method for removing wrinkles and giving the skin a more youthful appearance is quite recent. Basically, it involves the application of a strong acid to the skin to burn off the epidermis and the underlying connective tissue. New skin then replaces the old in the healing process." "The Face Burners," Today's Health, June 1966 |
| . In the hands of skilled and well trained medical specialists, chemical and surgical face lifting has been quite successful. | . Have a student read "The Face Burners," Today's Health, June 1966, and report the process of chemosurgery to the class. What are the hazards involved? | |
| . Unfortunately many persons have fallen into the hands of unscrupulous and untrained operators. The results in such cases have been disappointing at best and tragic at worst. | . Write to the U.S. Postal Service for information about cases of mail fraud involving face rejuvenation. | . "The problem is well-described by Dr. Thomas J. Baker and Dr. Howard L. Gordon of the University of Miami School of Medicine in an article in the Journal of the Florida Medical Association: 'The set-up is next to perfect for the unscrupulous person. He is dealing with a patient who wants something desperately - youth . . . she is often willing to try even the most bizarre treatment because she will believe almost anything she is told. Also, if the |
| . While reputable medical specialists are striving to establish the real benefits and limitations of chemosurgery, unscrupulous lay practitioners are charging immense sums for "chemical face lifts" that have scarred many women for life and have resulted in at least one death. | | |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | | result is not good, or even if her appearance is made worse, she is afraid to say anything because of the embarrassment of having friends know that she sought such treatment in the first place.'"<br>Ibid.<br><br>. Costs for treatment by commercial wrinkle-removing establishments range between $1,000 and $4,000 per patient.<br><br>. "The Perils of 'Face Peeling' - Some Have Been Scarred for Life," New York Times, September 1, 1971 |
| ARE PERSONAL CARE APPLIANCES AN IMPORTANT PART OF THE BEAUTY BUSINESS?<br><br>. Personal care appliances are big business - and growing bigger.<br><br>. Especially important have been the sales of portable appliances.<br><br>. Personal care appliances make it possible to achieve professional results in the home. | . Survey the class to see what personal care appliances are owned by class members and what their approximate dollar value was when new. Have class members who feel they have made purchases of especially effective appliances demonstrate the equipment to the class.<br><br>. How many pupils have electric hair-setters? How effective are they? How long does a set made with such a home appliance last? | . Personal care equipment sales amounted to $590 million in 1969.<br><br>. Biggest growth in sales came from electric hairsetters. Lighted make-up mirrors were also rapid sellers as were electric shavers. "Electric Hair Setters," Consumer Reports, March 1970<br><br>. Sales promotions for all sorts of mechanical beauty devices are increasing. Among the items being promoted are: oral jets, massagers, facial |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | Is there danger of burns? What safety precautions must be taken with personal care appliances? How do the electric hair curlers differ from your grandmother's curling iron? | saunas, electric curlers, and electric toothbrushes.<br>. Clairol budgeted a $7 million promotional campaign for 1970, while Norelco budgeted $10 million for advertising, with emphasis on speed shavers and hair cutters. |
| | . Have students investigate what methods are available for hair straightening. (pomades, hot pressing, alkali straighteners) | . - Pomades are mechanical and temporary materials.<br>- Hot pressing, using heat and oil, is temporary.<br>- Chemicals, if used carefully following manufacturers directions, are relatively safe and long lasting.<br>- Alkali straighteners contain caustic ingredients and first to third degree burns can result. |
| | | . Allen, Linda, "The Look You Like," American Medical Association, 1967 |

Retail Sales of Personal Care Appliances

| | 1967 (Add 000) | 1968 (Add 000) | 1969 (Add 000) |
|---|---|---|---|
| Hair dryers | $106,000 | $112,000 | $120,000 |
| Electric shavers | 165,000 | 170,000 | 187,000 |
| Manicure sets | 11,000 | 14,000 | 14,000 |
| Vibrator-massagers | 6,500 | 7,500 | 9,000 |
| Facial saunas | 17,000 | 18,500 | 17,000 |
| Hairsetters | 20,000 | 50,000 | 120,000 |
| Lighted mirrors | 9,500 | 20,000 | 50,000 |
| Electric toothbrushes | 39,000 | 39,000 | 40,000 |
| Oral water jets | 20,000 | 35,000 | 33,000 |
| Total | $394,000 | $466,000 | $590,000 |

Beauty Fashion, July 1970

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| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| . With so many types and models of personal care appliances available, it is more important to know <u>how to buy</u>, rather than <u>what to buy</u>. | . Where can pupils find help in learning how to buy personal care appliances? | . "Portable Appliances - Their Selection, Use, and Care," Sears, Roebuck and Co., Consumer Information Services, Association Sterling Films, 512 Burlington Avenue, La Grange, Illinois 60525 - $5 |
| . Individual values, goals, needs, wants, patterns of living, and available space and funds are factors in buying personal care appliances. | | |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| . One best-selling area of sales is that which markets devices for the reduction of weight.<br><br>. One popular type of device for which claims of weight reduction are made is the vibrator-massager.<br><br>. Sometimes claims are made for other types of devices, equally ineffective in weight reduction. These include sauna baths to "cook" off excess poundage. Another device is a waterproof garment to be worn around the torso, hips, or thighs. | . Why are weight reduction devices so sought after? What experience have members of the class or their families or friends had with these devices?<br><br>. Ask the school health counselor, school medical advisor, or other qualified person to discuss the reasons why these devices are ineffective so far as permanent weight loss is considered.<br><br>. Why might a person wearing a waterproof garment feel that he had lost weight when the garment was removed? | . "Beware Those 'Quick-Reducing' Gadgets," Reader's Digest Report to Consumers September 1971<br><br>. "Persons concerned about overweight should not be taken in by the claims of some vibrator-massage device promoters that fat can be shaken off, or by claims that such devices or cosmetic creams will help 'spot reduce.' There is no easy way to weight reduction. It cannot be brought about quickly without danger to health. It requires proper diet and suitable exercise over a period of time, and in many conditions medical supervision is an absolute necessity." FDA Fact Sheet |
| . Product information and comparison shopping contribute to making wise buying decisions.<br><br>. Performance, appearance, versatility, safety, service, warranty, and price are factors to consider in selection of such appliances. | . Conduct a panel discussion and demonstration on what personal care appliances to buy, how to select them, and how to use them most effectively. Ask a group of parents and one or more sales representatives to react to the pupils' presentation. | . Buying Guide Issue of Consumer Reports, Consumer Union, Mt. Vernon, New York 10550<br><br>. Consumer Bulletin Annual, Consumers' Research, Washington, New Jersey 07882<br><br>. See Source Materials, p. 113 of "Portable Appliances, Their Selection and Use," Sears, Roebuck & Co. |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | . Based on the experience of class members, what personal care appliances are recommended for purchase or as gifts for:<br>- a bride?<br>- a groom?<br>- a teenage sister or brother?<br>- an older family member? | |
| | . Do some comparison shopping in neighborhood stores, including appliance stores, department stores, and discount houses. What "best buys" do the comparison shoppers recommend, if any? | |
| HOW CAN CONSUMERS BEST ACHIEVE A PLEASING APPEARANCE? | | |
| . Maintaining good health is probably the single most effective way to achieve a pleasing appearance. | . Have students prepare a list of questions concerning cosmetics. Invite the school physician to discuss and answer questions of the following type: Which hair coloring methods are safe? Are there preparations I can buy which will cure acne? Can makeup hurt my complexion? Can hair sprays, powders, and lipstick cause rashes? Are cold-waving solutions harmful? What effect do bleach creams have on the body? Are deodorants safe? | . Medical authorities agree that a pleasing appearance is a reflection of good health. Thus, following a regime of proper diet, exercise, sleep, and avoidance of harmful or irritating substances is the major key to improved appearance.<br>. Lubrowe, Irwin I., M.D., and Huss, Barbara, "A Teen Age Guide to Healthy Skin," Pyramid Books, New York<br>. "Beauty is charm and poise and warmth and sparkle—the suggestion of mystery, or perhaps innocence, or perhaps |
| . Judicious use of cosmetics can enhance appearance. | | |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| . Beauty is as much or more a reflection of inner radiance as it is of outer perfection. | . Discuss the question of what beauty is. Is it within or without a person? Is beauty perfection of form, or is it "poise and warmth and sparkle"? Is it the presence of self-confidence and the projection of personality? If so, how can these traits be developed?<br>. Discuss the old saying: "Beauty is in the eye of the beholder." Could we ever establish a standard of beauty which would be agreed upon by all cultures and races? | a complex blend of both. In the truest sense, every woman can be beautiful. Only those who lack self-confidence fail to project their beauty because they fail to project their personalities. The vital ingredient for attaining self-confidence is the knowledge that you are always as well groomed, fresh and clean as possible." "Create Your Own Beauty and Charm," Lever Brothers Company<br>. "What Consumers Should Know About Cosmetics," FDA leaflet No. 11 |
| WHAT DO CONSUMERS REALLY SEEK IN COSMETICS? | | |
| . Although cosmetic consumers spend money for <u>products</u>, what they <u>really</u> hope to purchase is <u>admiration</u> and <u>attractiveness</u>. | . Conduct a panel discussion centered around the remarks of Theodore Levitt quoted in the source column. What is the end product the customer expects from beauty products? Is this a reasonable expectation? How do vendors cater to this desire in the sale of goods? | . "The 'purpose' of the product is not what the engineer explicitly says it is, but what the consumer implicitly demands that it shall be. Thus the consumer consumes not things, but expected benefits—not cosmetics, but the satisfactions of the allurements they promise ... not low-cal whipped cream, but self rewarding |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | . Comment on the following quotation: "Women gladly pay high prices for that look of youth or that lemon-fresh feeling they expect from cosmetics. In her book Cosmetics: Trick or Treat? author Toni Stabile says 'The fancy jars, the perfume, the expensive advertising and promotion—and the markup—bring the price to whatever the manufacturer thinks he can persuade women to pay.' The perfume is probably more expensive than the other ingredients combined, and yet, says Miss Stabile '...it adds nothing to the efficacy of a cream.'" Everybody's Money, Spring 1972, CUNA International, Madison, Wisconsin | indulgence combined with sophisticated convenience." Levitt, Theodore, Harvard Business School, in Advertising Age, quoted in Consumer Reports, March 1972 |
| . Hope is what is sold as cosmetics. | | . "The ads have a way of making women feel guilty for not pampering themselves with all those magic mysteries. Stephen Mayham, lifetime honorary president of the Toilet Goods Association, says 'Hope is what we sell in cosmetics.' The manufacturers say women want the snob appeal of high-priced cosmetics, so the industry obliges them with 'psychological pricing.'" Everybody's Money, Spring 1972, CUNA International, Madison, Wisconsin |
| HOW DO FIRMS PROMOTE THE SALE OF COSMETICS? | | |
| . Advertisers use many appeals to promote their products. | . Name at least five commonly advertised beauty aids and indicate the appeal each makes. Examples: Brut - after shave lotion - ("he man" appeal) Hai Karate after shave lotion - (irresistible to opposite sex) | . "What is charm? The dictionary tells us it has something to do with magic and the casting of spells. For example, a girl with charm will often be described as enchanting. "Actually, charm is a very down-to-earth sort of 'magic' that can be cultivated. It is |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| . Charm is a magic ingredient that can be created more within than from without.<br><br>. Charm is a quality that makes girls lovely to know as well as to look at. A beautiful girl attracts others, but it is her charm that holds them. | . Conduct and tape record a shoppers' quiz at a well-known store. Find out from shoppers why they buy the brand they do. What are the major influences on their buying habits: brand loyalty? testimony of friends? price? influence of young people? articles in fashion magazines or newspapers? the appeal of various scents? the packaging of the product? the salesmanship of the clerks? Share the tape recordings with the class. List the reasons given for buying particular products. Does any one pattern for buying emerge — in other words are there one or two most important reasons for buying particular brands? What relationship is there between price and quality of the article selected? | made of a warm personality, poise and a genuine interest in the feelings and thoughts of others.<br>"Of the main elements that make up charm, poise is the most difficult for many girls to attain. This is where good grooming comes in. A girl who is well-groomed knows she has nothing to be self-conscious about. She becomes free to give her attention to others and to let her personality shine through.<br>"In essence, a self-confident girl is one who will be able to act 'natural,' and that is the most endearing feminine quality of all. You will find the rewards that come with the achievement of charm and beauty well worth the efforts you have made."<br>"Charm - The 'Magic' Ingredient," Create Your Own Beauty and Charm, Lever Brothers Company |
| . Individuals' motives for purchasing differ. | . Role play this situation:<br>A group of boys are discussing the face lotions they use. Have each tell why he uses the brand he does and what, if any, he thinks the reaction of girls is to the use of that particular brand. Let the girls act as the | . "Charm is caring about others and the world around you. Charm comes from recognizing your own individuality and self-worth and that of others. Charm means manners that match the |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | jury – each one sniffing the lotions used. Does it make any difference to the girls which lotions the boys use? Do the choices of the boys agree with the choices of the girls?<br><br>Now reverse the situation with a group of girls discussing the perfumes they use. What is the boys' reaction to each of these perfumes? How much agreement was there between the sexes as to desirable fragrances? | perfection of your make-up.<br>"Charm means that your inner attitudes are as attractive as your outer appearance."<br>Partington, Susan, "Beauty and Charm The Model's Way," Hawthorne Books, Inc., New York, 1969 |
| . While individual values will differ, sound advice regarding cosmetics is available for those who seek it.<br><br>. The psychic (personal) satisfaction of using an expensive cosmetic product may outweigh the practical savings of buying a less expensive product. | . Make a scrapbook of articles dealing with the purchase of cosmetics. Add a brief comment to each article indicating how valuable you believe the advice to be.<br><br>. Role play this situation:<br>A national manufacturer is told that it takes about $10 million of advertising to popularize a new dentifrice. He knows that a mixture of salt and bicarbonate of soda will clean teeth just as well as the most expensive tooth paste or powder. He knows also that the high degree of brand loyalty will make it difficult to shift public buying habits. He is now holding a staff meeting with his top | . "The Medicine Show," Consumers Union, 1970<br><br>. Consumer Bulletin Annuals, 1970 and 1973, Consumers' Research<br><br>. "Believing cosmetic ads is believing the impossible. Read the ads and you'll be promised 'envious youth,' 'naked joy,' 'younger-looking skin that leaves you moistly glowing.' You're promised that years can pass away, herbs bring beauty from the earth, 'face age' is controlled, and wrinkles are chased away. 'To bring yourself back to reality, laugh at the ads rather than believe them.' That's the advice of Professor Joseph Robinson, a |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | employees and the advertising representatives who have been employed to "put across" the new product. What kind of advertising would appeal to children? young people? older people? what kind of a promotional campaign will work: free samples? testimonials? newspaper, bus, radio, TV, or mail advertising? Should the advertising feature price? flavor? a "miracle" ingredient? improved appearance? appeal to the opposite sex?<br><br>Remembering your own reaction to advertisements and promotional campaigns, help the national manufacturer plan his campaign. | University of Wisconsin-Madison pharmacy professor whose avocation is taking pokes at the make-believe world of cosmetics. "Professor Robinson says women should 'disregard most advertising because it is foolish. We can overcome our belief in ads,' he says, 'if we just laugh at them.'" Everybody's Money, CUNA International, Madison, Wisconsin, Spring 1972 |
| WHAT CAN A CONSUMER WHO WISHES TO SAVE MONEY ON COSMETICS DO? | | |
| . One solution to the problem of cosmetic costs is to buy more discriminately and to use fewer expensive cosmetics. | . Ask students for their suggestions of how to save money on cosmetics. Make illustrations of their ideas and prepare a bulletin board display with a catchy title such as BEAUTIFUL BUT NOT DUMB. | . Joseph Robinson, a University of Wisconsin pharmacy professor, says: "'99 percent of cosmetics are virtually the same except for different perfumes and color blends. Facial creams, for example, all do essentially the same thing: prevent moisture loss. Cleansing creams, cold creams, and lubricating creams,' says Professor Robinson, 'all have mineral oil as their |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| . There is little relation between high cost and high value in cosmetics.<br><br>. Some enlightened companies, such as Avon Products, inform the consumer, upon request, of the ingredients of their cosmetic products. | . Gather examples of high and low cost cosmetics of the same type. Read the labels to see what the products are made of. Compare experiences in using the high and low cost products. What conclusions do you come to?<br><br>. Conduct a test of cosmetics with the brand name concealed. Were classmates able to pick out the more expensive products? If so, was this because the fragrance was identified with a well-known product or because the expensive products were truly better? If they were not able to identify the more expensive products from the less expensive ones, what conclusion do you draw regarding the relation of price and quality?<br><br>. Demonstrate by a listing of the contents or by a consumer test of the product that price has much or little relation to quality in the purchase of cosmetics. Show that this is so by listing the contents of three high priced and three low priced cosmetics of similar type. (The chemistry teacher may be able to identify the | basic ingredient.' And he adds, 'Mineral oil is the only ingredient that is working.'" Everybody's Money, Spring 1972, CUNA International, Madison, Wisconsin<br><br>. "Since proper legislation of cosmetics seems to be a long way off, since advertisers don't put truth in their claims, and since manufacturers aren't required to prove efficacy or safety, the best advice for consumers is to use fewer, less expensive cosmetics—and to laugh at the cosmetic ads. "Generally the less expensive products will make you look as young or as much like a lioness as the more expensive cosmetics. Shop for private labels; they cost less. 'Take advantage of the sales. Watch for samples and trial offers. Buy small sizes first to see if you like the product and if it is safe for you. And if products don't live up to their advertising claims or produce an allergy, take them back to the store,' says author Toni Stabile. "Cosmetics are essential for the 'well-being' of most of us women. But choose them wisely and don't be intimidated by the ads." Ibid. |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| . Enlightened cosmetic firms are beginning to reveal cosmetic ingredients. | ingredients by a chemical analysis if not otherwise known.)<br><br>. Comment on the following quotation: If consumers feel that cosmetic ingredients should be revealed, what positive steps can they take?<br><br>. "Food and Drug Administration has issued a format for manufacturers to use if they voluntarily choose to list ingredients on cosmetics packages.<br><br>"Under the FDA format, a cosmetics label must list each ingredient in that product in descending order of predominance except that fragrances, flavorings and colorings may be listed as such. Cosmetics, under the FDA definition, include many hair and baby products as well as the traditionally recognized makeups and powders.<br><br>"FDA officials say that any mandatory FDA regulations would be premature since Congress is considering legislation requiring the listing of cosmetic ingredients." Consumer News, Office of Consumer Affairs, September 1, 1972 | . "Many stores are planning to come to the aid of consumers who want to know the ingredients in various cosmetics and toiletries because of allergies or sensitive skin.<br>"The plans of the retail businesses are a part of an overall government and industry effort to benefit consumers in their purchase and use of cosmetics and toiletries.<br>"Companies that are members of Mass Retailing Institute (which represents 10,000 discount department stores and discount sections within regular stores) and National Association of Chain Drug Stores are asking their suppliers to provide cosmetic and toiletry ingredient information to consumers.<br>"Giant Food Inc. will list the amount of each active ingredient on the labels of its own brands of over-the-counter drugs and health and beauty aids." Consumer News, Office of Consumer Affairs, May 1, 1972 |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| . Perhaps the most reasonable way to save money on cosmetics is to substitute for the more expensive types less expensive materials which are equally effective. | . Ask pupils to report on ways to save money on cosmetics. How effective have these methods been?<br><br>. What are the pupils' reactions to the following suggestions quoted from Everybody's Money, Summer 1972? | . "So-called medicated cosmetics are popular today. But says the AMA ... their usefulness in cosmetics and toilet preparations consists of limiting the bacterial contamination of the product during the period of use. Persons can become allergic to these ingredients." Everybody's Money, Spring 1972, CUNA International, Madison, Wisconsin |

| For | Use |
|---|---|
| Dry Skin | Vaseline<br>Mineral Oil |
| Skin Astringent | Witch Hazel<br>Sliced Cucumbers |
| Skin Normalizer | Diluted Vinegar<br>Diluted Lemon Juice |
| Antiperspirant | 25% Solution of Aluminum Chloride (apply once or twice a week before going to bed; can leave a ring in clothes and weaken fabrics if not used properly) |
| Cleansing Cream | Vaseline<br>Cold Cream |
| Bath Oil | Castor Oil 40% in Alcohol |
| Hair Rinse | Lemon Juice (juice of 1 lemon/qt. warm water)<br>Vinegar (2 tbsp./1 pt. tepid water)<br>Citric Acid (1 tbsp./pt. warm water) |
| Hair Setting Lotion | Beer (flat) |
| Facial Mask | Oatmeal |

. Ask girls to volunteer to try some "homemade" hair rinses for one week and report their results to the class.

. "The hormones so far used in formulating cosmetics similarly have no legitimate business there. Predominantly estrogens and progesterone have been so abused. Estrogens, unless used in amounts that cause effects via systemic action following absorption through the skin, have entirely negligible effects on human skin and certainly have essentially no rejuvenating cosmetic effect. As concerns the topically applied progesterone preparations being marketed, even the negligible effects are unlikely. The recent attempts at pseudo-scientific promotion of these essentially ineffective hormone-containing cosmetics, even to members of the medical profession,

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | . What are pupils' reactions to the following statements from the same source? How can consumers, armed with this information, save money?<br>"Astringents all have water, alcohol and aromatics. The latter ingredient gives the cosmetic its fragrance, which can be a nice perfume smell or a 'hospital' smell to make you think the cosmetic is therapeutic. The alcohol gives the skin that 'tightening feeling. 'It makes people think something is happening,' says Professor Robinson, but 'the feeling is only psychological.'<br>"Exotic mysteries like royal jelly, orchid pollen, mink oil, turtle oil and placenta are also pooh-poohed by scientists. The American Medical Association's special committee on cosmetics says there is no evidence that these ingredients have any cosmetic value. The AMA urges women to use the same good judgment when buying cosmetics as they do when buying other products." | has been particularly annoying. Because of the apparent promotional appeal of ingredients in cosmetics which have sexy connotations, it isn't surprising to find materials such as placental extracts and pregnenolone finding their way into cosmetics in the same way as have the female sex hormones."<br>Lorincz, Allan L., M.D., "Dermatological Research and Cosmetic Formulation," Department of Medicine, University of Chicago |

Background Material:

"Do High Prices and Brand Names Assure Top Quality?"

"The consumer's propensity to follow price as a guide to quality has been profitably used by the sellers of cosmetics. Buyers are unable to judge quality on the basis of performance. The satisfaction which may be derived from using such products may be in part a result of ideas which have been implanted by advertising. Large sums of money are spent for competitive advertising by the sellers of cosmetics. The margins between cost of manufacture and selling price are high; one face cream which costs $1 to make sells at retail for $6.

"Cosmetics are basically similar. Many private brands are made by companies that produce the expensive nationally advertised brands. But retail sellers have learned that lower prices do not necessarily increase sales. This is because national brand advertising has succeeded in convincing many buyers that a high-priced brand assures high quality.

"It is not necessary to pay a high price to obtain good cosmetics. Many products selling at low prices contain pure, high-quality ingredients and are skillfully blended. Manufacturers of paraffin and petrolatum blends manufacture the basic cream for face cream by the ton. Except for differences in perfuming and packaging, high-priced and low-priced creams may come from the same batch."

Gordon, Leland J. and Lee, Stewart M., "Economics for Consumers," Fifth Edition, American Book Company

The following advice is offered by Consumers' Research:

"Cosmetic products are currently pretty well policed by the Federal Food and Drug Administration for safety, but allergic reactions and sensitivity to certain ingredients are not always taken into consideration promptly. Extravagant claims may take their toll of the consumer's pocketbook before proper action can be taken by federal, state, or local bodies. When one is lured by some promise of quick and glamorous results, it will be easier on the pocketbook to keep in mind that competent experts hold:

- Vitamins in cosmetics cannot be absorbed through the skin in sufficient quantity to be beneficial to the skin of the user.
- The skin cannot be fed or nourished by any external application.
- No preparation applied externally can dissolve fatty tissue or effect a reduction in weight.
- There is no known preparation that will actually prevent or remove blackheads.
- Chemical depilatories applied externally cannot permanently remove hair. Permanent removal can be accomplished safely by electrolysis.
- Good cosmetics can be obtained at low or moderate prices that will be just as effective in their application as high-priced luxury brands. Sometimes only the container and color or perfume will be different."

Consumer Bulletin Annual, 1970, Consumers' Research, Inc., Washington, N.J.

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| DO SO-CALLED HEALTH SPAS, REDUCING SALONS, AND SLIMMING CLINICS SERVE CONSUMERS WELL? | | |
| . The desire to be attractive in form is as old as the desire to have a beautiful face. Thus, a continuing demand for the services of such institutions exists. | . Is it true that "inside every fat person is a slim person trying to get out"? If so, how could reducing salons capitalize on this desire? | . From the days of the Roman bath, people have used baths, massage parlors, and other institutions in the hope of improving physical appearance. |
| . It is difficult to say whether one who uses the services of a reducing salon gets his money's worth, for many factors are involved, including the most | . What is "psychic satisfaction"? What psychic satisfaction might one get from a new car? a beautiful home? admiring glances? | . "Approximately seventy-nine million Americans are overweight. The weight-reducing industry grosses a billion dollars a year; five thousand doctors devote themselves to overweight and make two hundred and fifty million dollars. Fat is |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| difficult of all to measure, psychic satisfaction. | . How might reducing salons capitalize on the desire to firm muscles or lose weight?<br><br>. Comment on the following experience of an investigation conducted by the Toronto Star newspaper. A reporter, Bonnie Cornell, went to a clinic, posing as a housewife interested in reducing her weight. She was told by an "analyst" that she needed to reduce a total of 31 2/8 inches from approximately 18 body measurements. The company guaranteed her the loss if she took 22 treatments at a cost of $495. Miss Cornell said that the treatment seemed expensive. She was told that she was lucky; there was a special reduction in effect that evening and it would cost her only $330. She secretly tape-recorded the conversation with the "analyst" and submitted the tape to a physician who heads the Obesity Clinic at Women's College Hospital. The physician's response to the tape recording included this concluding statement: "My medical opinion of a program of this type is that it's a very expensive gimmick. If a person | despised. Instead of signifying affluence (as it still does in poor countries), it is merely a product of it, and now indicates 'lack of self-respect'.<br>"Every day, millions of words about reducing are fed to the American public, with before-and-after pictures and 'true stories' of beauty queens, housewives or celebrities. Bookstores have entire sections devoted to diet books; many different diet magazines are available on most large newsstands. Radio, television — all contact with society-bring constant reminders of the fat fetish. To live properly in America, you must be slim. That's the only way to marry, get a job, be respected, have opinions, communicate, relate and date. Everyone's out to help you — from the makers of soft drinks to social psychologists.<br>"A short explanation for those mythical people who have never worried about weight: food can become an addiction, and there are more food addicts than any other. Food is comfort, escape, a sensual thrill, an activity, a ritual, reward, friendship, |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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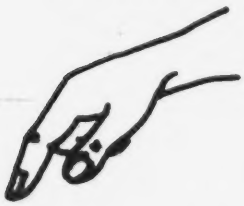
| | wants to lose weight he or she can do it much more efficiently, and more cheaply by following a balanced diet and getting a reasonable amount of exercise." | love and euphoria. It leads to guilt, self-hatred, general misanthropy, discomfort, tiredness, aches, sickness and loneliness." Perutz, Kathrin, "Beyond the Looking Glass - Life in the Beauty Culture," Pyramid Books, New York |

ARE CLAIMS FOR REDUCING PARLORS VALID? OPINIONS DIFFER.

On one hand



- So called "health salons," slimming parlors, and reducing salons are sometimes guilty of false and misleading advertisements and promotional devices.
- Real weight losses of a permanent nature are rare. Most of the weight loss is due to moisture loss which is soon replaced. However, the real question is whether or not similar results could have been obtained without the expense of a reducing salon. In other words, was it the diet that produced the results or was it the salon's programs. A person can diet at home without the expense of a salon.

And on the other

- Just as in all lines of business, while there are unscrupulous operators, there are also scrupulous establishments that make no false claims or promises.
- Some patrons claim permanent weight loss and proprietors state that in cases where this has not been so the patrons have failed to attend the physical fitness sessions regularly or have not observed reasonable dietary precautions.

| | |
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| . Promotional claims of "free" prizes, and reduced membership fees are "come ons" to attract customers. | . Such promotions may be used by some advertisers, but reputable reducing parlors do not advertise falsely. |
| . Claims of reduction of health problems, including the alleviation of constipation, arthritis, and high blood pressure, are false and misleading. Some programs actually aggrevate, rather than alleviate,an ailment. | . Whether or not medical testimony agrees, many patrons feel that their health problems have been lessened by attendance at such clinics. It is always wise to pursue any weight reduction program under the direction of a physician. |
| . Testimonials and pictures of satisfied customers are often faked. | . This may be true in some cases but it is not true of reputable slimming clinics. |
| . The cost of "regular" memberships is overstated in order to make prospective patrons feel that the "reduced" price (which may be the regular price) is a bargain which must be seized. | . All businesses have their fringe of dishonest operators; such practices are no more common in the reducing business than they are, for example, in car sales. |
| . Some "health spas" fail to notify the customer that he is signing a promissory note that will be turned over to a third party for collection even if the contract is not fulfilled. It is often more difficult to cancel a contract even for legitimate reasons if a third party is involved. | . This practice may be true in some cases, but it is not true of reputable spas. In any case, such a practice is common in other lines of business. |
| . Since the operators of the salon take the customer's weight and measurements before and after treatments, it is easy to falsify results. Many spas are guilty of misrepresenting expiration dates of special offers. Often "limited-time" offers are not limited in time at all. | . Some patrons claim that, by their <u>own</u> measurements and weight watching, substantial gains have been achieved. |

## CONSIDERATIONS BEFORE JOINING A HEALTH SALON

The representatives of some spas engage in high pressure tactics to entice prospective members into signing long-term membership agreements. They often play on a person's weaknesses. The following are common statements made by salesmen:

"You know, Mary, your husband is probably embarrassed to be seen with you."

"You are really much too fat to wear a bikini."

"THE BEST EXERCISE FOR YOU IS
PUSHING AWAY FROM THE TABLE."

"Each month that you put off membership in our spa will shorten your life span."

Reputable spas will not use high pressure sales tactics, but will rather allow prospective members to make a decision based on the facts.

The personnel of many salons misrepresent the type and quality of facilities and instruction offered. It is not uncommon for consumers to join a spa based on a verbal promise of personal instruction that is not offered or of the use of a whirlpool which might not even exist. All such promises should be put in writing.

Many spas maintain a policy of not allowing members to cancel their contracts even for legitimate reasons such as medical problems. Quite frequently, consumers are forced to pay for their membership even though they have discontinued attending the spa. For this reason, it is very important to get all of the facts in writing before signing a contract. It is also wise to consult a physician prior to joining, especially if there is any sign of a physical ailment at the time.

Many salons offer phoney "guarantees" of results to be achieved. Remember that a verbal guarantee is worthless. Consumers should also be wary of written guarantees. It is somewhat deceptive to advertise that all individuals can achieve specific results in a specified period of time. For instance — "Lose 20 pounds in 3 weeks." Remember that each person's body metabolism is different. Also, such factors as daily activity affect weight loss. Therefore, no two people will lose weight and/or inches at the same rate.

Many reducing salons offer quick and easy methods to lose weight or inches from various parts of the body (spot reducing). Many experts in physiology and physical fitness maintain that one cannot lose weight passively. Weight loss can only be achieved when more calories are burnt up through activity than are taken in. It has not as yet been proven that "passive" exercising is worthless but most experts believe that weight loss can only be achieved through dieting or active exercise or a combination of the two. A person is engaged in active exercise when he is exerting energy (when calories are being burned up).

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| . What are the costs for membership in a reducing salon?<br><br>- costs will vary | . Investigate and compare costs for treatments at two or more reducing salons. What are the advertised costs? What are the actual costs? Are the services provided essentially the same? If not, would the difference in the quality or duration of the services to be performed justify the difference in prices? | . Information taken from actual interviews of those who have purchased memberships and published reports of studies indicate that costs may range from approximately $64 for 4 months unlimited use of a reducing salon to $500 for a series of treatments. Often 2-for-1 "sales" offer twice the usual period for the regular fee. Frequently a fee for a year's membership will run about $250. |
| . Is membership worth the cost? Could similar or better results be achieved with planned exercise and dieting to be done at home? Remember, there is no quick and easy way to achieve fitness or weight reduction. | . Question family, friends, and acquaintances to learn of their experiences with such institutions. How satisfactory have their services been? What was the cost? Would the patron once again sign up for treatments if he could relive the experience? How many signed a second contract? How many signed a lifetime contract? What were the costs of these contracts? | . Some concerns push life memberships hard. In an instance known to the author, such a life membership was sold to a relatively low-paid building guard for $1,200 or approximately 1/7 of his total yearly salary.<br><br>. The American public is bilked out of between $25 million and $105 million a year by fraudulent reducing devices, according to Woodrow Wirsig, bureau president of the Better Business Bureau of Metropolitan New York. New York Times, September 28, 1972 |
| . Interest on money that could have been invested should be considered a cost when lifetime memberships are considered. | . Assuming that the $1,200 for a life membership (mentioned in the Source column) were invested at 6 percent interest in a savings bank, what return would the depositor earn? Should this interest cost be considered as a cost of membership in such a health club? In the illustration cited in the Source column, the | |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | guard reported an initial weight loss. The weight lost was soon regained. However, the patron thinks his $1,200 life membership is a good investment.<br>Opportunity cost is an economic term referring to the fact that, once a choice for the use of our money is made, other opportunities are shut out. In the case of the building guard who spent 1/7 of 1 year's income, the decision to use the money for a health membership was made. Would the class agree with the guard's decision? | |
| . What are some of the devices and treatments offered by reducing salons? | . Collect brochures describing the services offered by reducing salons and body building clinics. Do they offer equipment which claims to:<br>- induce perspiration?<br>- cleanse the pores of impurities?<br>- provide relaxation?<br>- provide relief from tension?<br>- take weight off the midsection?<br>- add to the bust line?<br>- build a strong healthy torso?<br>- perfect the contours of hips, thighs, calves, and ankles?<br>- improve general health?<br>- strengthen the heart muscles?<br>- lengthen life?<br>- reduce dress or suit size? | . Check with the following agencies to see what reports they have on the operation of reducing salons:<br>- New York State Bureau of Consumer Frauds and Protection<br>- Better Business Bureau, Trade Practices Section, 1150 17th Street, N.W., Washington, D.C.<br>- Federal Trade Commission, 26 Federal Plaza, New York, N.Y.<br>- Consumer-Business Information Bureau, Toronto, Canada |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| . One of the latest services offered is body bandaging. | . Secure the reports of the agencies listed in the Source column or the Toronto Star report. What do pupils think of such claims? | . "Five reducing studios are taking advantage of overweight women in Metro by charging them up to $500 to do the impossible – lose weight effortlessly. "So-called slimming clinics are charging the women $20 a treatment – and up to $500 for a series of treatments – by claiming they can take off fat without dieting, exercise or effort. "The technique they use is a 'gimmick,' according to Dr. Bette Stephenson, past president of the Ontario Medical Association. "Basically, what the clinics do is to bandage their customers' bodies like mummies, put them in a steam bath or sweat suit and let them sweat off some of their bodies' salt and body water." "Body Bandage Slimming Clinics Are Costly 'Gimmicks' -- MDs," Toronto Star, August 21, 1972, p. 27 |
| | . Comment on the following quotation: "Anyone who goes to the clinics is met by a 'technician' in a white smock. The technician soaks long strips of cloth in a solution whose ingredients, it is claimed, are secret. "The naked customer (or patient, as the clinics prefer to call her) is then wrapped in the wet bandages from the ankles up, a process that presses fatty bulges upward. "The customer then sweats it out for up to an hour in a zippered plastic suit or a steam bath and, when the wrappings come off, she is measured by the technician and usually told she has lost inches." "Body Bandage Slimming Clinics Are Costly 'Gimmicks' -- MDs," Toronto Star, August 21, 1972, p. 27 | |
| . Most often, the body almost immediately regains the water lost by this technique. | | |
| . Some promoters of slimming or beauty salons are charged with false, misleading, and deceptive practices. | . Have the class secure the literature advertising the alleged benefits of membership in one or more reducing parlors. Make up a skit in which a persuasive | . Currently pending are complaints against a number of figure salons and health spas. (See Complaint Dockets) in which the Federal Trade Commission seeks |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | student attempts to "sell" memberships in a mythical club. The following are actual statements cited in the FTC complaints mentioned in the Source column:<br>"Lose ten inches in ten visits"<br>"No disrobing"<br>"Lose pounds and inches or your money back"<br>"Now any woman can have a perfect figure"<br>"Relax your way to new beauty"<br>"Results guaranteed in writing"<br>"Why join a gym for two years when in weeks you can have the results you want?"<br>"Lose 15 to 25 pounds the quick easy mini/max way regardless of your age -- usually without dieting"<br>"20 individual treatments now only $10.00 That's the full price"<br>(All of the statements above are, according to FTC, alleged to be untrue.) | a "cease and desist" order against deceptive practices of a number of clubs, spas, and salons, some of which have nationwide chains of clinics.<br>Representative of the statements which FTC states are used as "come on's" are the following:<br>"I am calling to ask you one question and that is, do you have 15 minutes to spend so that I can show you how you can live five more active, healthy years?"<br>"Do you have 15 minutes to spend so I can show you how you can prevent a heart attack? Would you be interested in learning how?"<br>"You're in luck since we happen to have a few memberships left on our advertising special."<br>"The only way that you can exercise all of the muscles in your body, and do it properly, is with the professional guidance and scientific equipment which is available only here at ...." |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| WHAT CAN CONSUMERS DO TO AVOID BEING "TAKEN" BY DECEPTIVE ADVERTISING FOR SLIMMING CLINICS?<br><br>. - Use the authentic information available. | . Have interested pupils secure information as to -<br>- the causes of overweight and best ways to correct the situation. (Your school physician or health teacher can be of help.) | . "The Healthy Way to Weigh Less," American Medical Association, 535 N. Dearborn Avenue, Chicago, Illinois 60610. Bulletin OP 322, 15¢ |
| | - why it is difficult to reduce? (Your school psychologist or school physician can help provide the answer). | |
| . Analyze various high pressure tactics used by health and reducing salon salesmen to entice prospective members into signing contracts. | - what the Federal Trade Commission can and cannot do to prevent deceptive advertising. | . Consumer Protection Specialist, Federal Trade Commission, 26 Federal Plaza, New York, N.Y. |
| | - what the Bureau of Consumer Frauds and Protection can do to prevent deceptive advertising or to correct a situation where fraud or misrepresentation has taken place. | . Bureau of Consumer Fraud and Protection, 80 Centre St., New York City, or local regional office |
| | - what your local district attorney can do to help. | . Local district attorney |
| | - what the Office of Consumer Affairs can and cannot do. | . Office of Consumer Affairs, Executive Office of the President, Washington, D.C. 20506 |
| | - the attitude of your legislators toward such practices as deceptive advertising. | . State and Federal representatives |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | Have the findings of the class summarized and presented for the full class or at a school assembly. | |
| - Maintain a continuous learning process to gather the latest information. | . How can consumer education help prevent unfair practices in the weight reducing business?<br>. How can consumers influence the passage of more effective laws to prevent such exploitation? | . Radio, newspaper, TV, and magazine reports<br>. Books such as "Beyond the Looking Glass" |
| - Compare prices and services. | . Why would it be wise to get comparative prices from several health spas and compare services? Would it be wise to take a trial offer before signing a contract? | |
| - Dig for factual evidence of satisfactory service. | . Hold a class discussion as to how a consumer could gather valuable information (in addition to the foregoing) which would help him in deciding what, if any, reducing service to purchase. Would the experience of friends and family be of much value? How would pupils evaluate the report of a friend that he had not lost any weight but still thought | |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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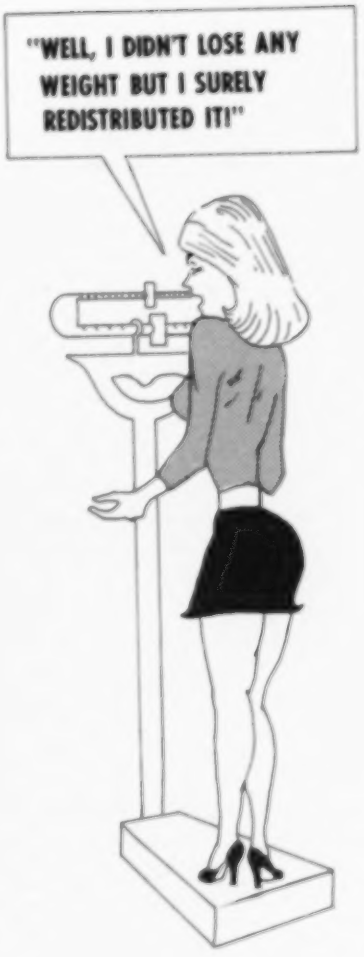
| | the service was great? Would a physician's advice be of any value? |   |
| . Regardless of what satisfactions patrons seek and get from slimming clinics and reducing salons, they are entitled to know the true facts about the operation.<br>. There are no easy, magic ways of losing weight. It can best be done under a doctor-supervised low calorie diet over a period of time. | . In talking with representatives of weight clinics, what facts should be determined? Is it of value to check to see whether the price quoted is the full price or whether there are additional charges? whether the "special" price quoted is in reality the regular price? whether the weight losses claimed can be substantiated? what proportion of people drop out or attend irregularly after a few visits? Would it be worthwhile to get the names and addresses of some "satisfied" customers to check personally on their experience? | |
| DO PROFESSIONAL HAIRDRESSERS AND COSMETOLOGISTS PROVIDE SERVICES WHICH ARE IN GREAT DEMAND? | | |
| . This field is one to consider as a possible career for both males and females. | . How many students have used the services of a beauty shop during the past month? How many mothers of these students go regularly to a professional shop? | . More than 475,000 people were employed as cosmetologists and hairdressers in 1970. More than 10 percent were men. Employment during the 1970's is expected to expand rapidly due to population increase and more |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | . Why do women go to beauty salons? Are any available for men? for both men and women? | frequent use of beauty salons as incomes rise and more women take jobs outside home. |
| | . What opportunities are available for careers in this field? What income could be expected? | . Opportunities for employment due to growth and replacement will produce 20,000 positions each year. It is difficult to estimate income, due to factors such as tips and different locations. |
| | | . The beginning salaries for cosmetologists range from $65-$90 weekly. Specialists receive from $300 per week up. Occupational Outlook Handbook 1970-71 edition, U.S. Department of Labor, Bulletin 1650 |
| | . How can students interested in careers in cosmetology get information? | . For information about beauty careers and state licensing requirements, write: National Beauty Career Center, 3839 White Plains Road, Bronx, New York 10467 |
| | | . For information about cosmetology, write: National Hairdressers and Cosmetologists Association, 175 Fifth Avenue, New York, New York 10010 |
| . Hair cutting for women is a relatively recent innovation. | . When did the vogue for women to cut (bob) their hair develop? (after World War I - early 1920's.) | |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | Study the changes in length of men's and women's hair through history. Is long hair for men still shocking to some people? Is the crew cut "dead"? | |
| | . How has the cost of haircuts for men changed during the last 25 years? | . The most famous stylist for men is Jerry in New York, who charges $50 for a haircut. |
| WHAT SHOULD WE KNOW ABOUT WIGS? | | |
| . Both men and women are now buying and wearing wigs. | . List reasons why wigs have become so popular? (Convenience, better looking, less expensive, important to personality change — "doing their own thing") | . Wigs are available in many colors and in long, short, curly, and smooth styles, for days and evenings — allowing instant changes in appearance and mood. |
| | . Have you ever heard any amusing stories of wig mishaps? Are these mishaps common? | . Even the New York Times reported the story of an elegant man in a dinner jacket who observed his moustache plop into his martini; also the man who dived into a swimming pool before a company of distinguished guests and then came bobbing up to display the nylon base placed on his scalp for hair-weaving; and the tragic story of the woman who was separated from her wig box during a transatlantic flight who unsuccessfully argued with the air-line that one's hair is a part of one's person and should be allowed to travel in the cabin. |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | | . Perutz, Kathrin, "Beyond the Looking Glass," William Morrow and Company, Inc., New York, 1970 |
| . Wig making is an ancient business. | . When were wigs first worn? | . The ancient Egyptian, Greek, Chinese, and Orthodox Jewish tradition of shaving a woman's head at marriage still persists in places, and then the woman wears a sheitel. Wigs not meant for religious purposes were first worn in the theater. |
| . Both human hair and synthetics are used to make wigs. | . How are wigs made and what material is used? | . Formerly all wigs were made of human hair and were quite expensive. A good wig was at least $150. Construction has improved constantly and in 1972, synthetics are almost indistinguishable from human hair. They have light, well-ventilated bases that are comfortable and allow the scalp to breathe. |
| . Length, bulk, and construction determine the cost of a wig. | . How much does a good synthetic wig cost? Survey your friends and see how many wigs they own and the average cost. Prices have become lower due to greater demand.<br><br>. Discuss the statement: "It isn't a question of whether to own a wig; the question is how many." Do you agree? | . A good quality synthetic wig ranges in cost from $30-$130. |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| . Choose a wig carefully so it will fit as well as any other part of the wardrobe. | . How would you select a wig? Have you gone into a store and tried on wigs as you would hats? | |
| . To maintain good appearance, a wig must be correctly cared for. | . Describe the care that a wig should be given. If a student is willing, ask her to demonstrate fitting and washing a wig, as well as brushing and styling it. | . For proper care of a wig, buy a wig block of the correct head size. Wigs should be washed and conditioned every 7-10 wearings. Swish them through cool, mild suds – heat dislodges the set. Rinse in cool water, drip dry (squeezing or wringing begets tangles). When dry, brush without a qualm – the set jumps right back. Be frugal with sprays. Do not use hot dryers or heated rollers unless manufacturers so direct. Attempting to dye a wig will probably give unsatisfactory results. "Wigs, What To Look For, How To Look After Them," Harpers Bazaar, June 1971, 104:8 |
| . In 1970, $700 million worth of hairpieces were sold in the United States. | . Has wig popularity helped the economy? | |
| . Wig styling has become a new profession for men as well as women. | . Do you think wigs are a fad or a fashion? Would you recommend that a person become interested in a career in the wig business? | |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| WHAT SHOULD WE KNOW ABOUT JEWELRY? | | |
| . Jewelry is an ornamental object worn to adorn, enhance, and emphasize or de-emphasize personal traits, attract attention, and beautify the wearer. | . Before giving the definition in the Understandings column, ask pupils to define jewelry in their own words. How closely do their ideas of what jewelry is correspond to the ideas in the definition? Had they ever considered that jewelry might deemphasize personal traits or characteristics? Give examples of how this might be possible.<br>. Have pupils list types of jewelry. (For example, bracelets, amulets, rings, earrings, pins, hair adornments, necklaces, charms, anklets, etc.) What types of adornment are used to enhance appearance in other cultures which would not be considered appropriate in our culture? (bones to pierce the nose, rings to lengthen the neck, etc.)<br>. What types of jewelry are in style today? | . "The wearing of jewelry dates from prehistoric times, and its fabrication is one of the oldest of the arts. The man who produced paintings on cave walls or rock outcroppings no doubt wore some form of amulet (tooth, claw, pebble, natural copper formation) possibly of religious significance. Jewelry has been used over the years to denote status, affluence, responsibility, or office. Some forms had religious significance; others were simply used as adornment. "Today jewelry is used for all these purposes, but proportionately most is used for adornment, chiefly, but not entirely, by women." "Jewelry," Bureau of Secondary Curriculum Development, State Education Department, 1966, Albany, N.Y. 12224 |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| . Aside from its intrinsic value, jewelry may have great value as a symbol. | . Prepare a display of either genuine articles of jewelry or facsimiles of articles that have great significance to the owners aside from their monetary value. Examples might be:<br>- engagement or wedding rings symbolizing the union of two persons<br>- cameo pins representing friends, relatives, or other admired persons<br>- jewelry inlaid religious articles symbolizing religious faith<br>- momentos of trips or adventures<br>- trophies indicating success in competitive activities<br>(Note: This is a good place to enlist family and community participation by inviting owners of interesting articles to display and talk about the significance of their jewelry.) | . The place from which a piece of jewelry came, or the conditions under which it was secured, may have great meaning to the owner. Often the jewelry represents affection, adventure, or pride, upon which no monetary value could be placed.<br>. From earliest times, men and women have adorned themselves with ornaments made of shells, teeth, stones, metal, leather, bones, and seeds.<br>. In other days, man used these ornaments to indicate prowess in the hunt or the battle, or to impress observers with his wealth or position in the tribe or clan. To some degree jewelry is still used to indicate wealth or standing. |
| . The desire to adorn oneself with jewelry is as old as mankind. | . Assign each member of the class the job of reporting on the kinds of jewelry preferred by parents and grandparents or in olden times.<br>. Prepare an exhibit of old-fashioned jewelry or pictures of jewelry of other days. In what ways have styles changed? In what ways are they the same? | |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| . Costume jewelry is jewelry designed to blend with and accent a particular mood or costume. | . Girls in the class may estimate the value of the costume jewelry worn on any given day. | |
| . Costume jewelry is relatively inexpensive. Buyers may purchase, use, and discard such jewelry without great loss. | . "Beauty is in the eye of the beholder." What does this quotation mean? Would this statement account for the fact that what is beautiful to one might be repulsive to another? | . "In previous times, jewelry was a personal item made directly for a specific consumer, and each piece was an individual commission, be it pin, brooch, button, pendant, necklace, bracelet, minted coin, or hollow ware (vases, cups, plates, commemorative pieces). These artisans were not only jewelers in today's sense but were very often competent sculptors (as exemplified by Benvenuto Cellini), and each individual artist-jeweler-sculptor was courted by people with the ability to pay for his services. |
| . There are many types of costume jewelry:<br>- artificial pearls, flattering to the appearance which can be worn with all fabric colors and textures<br>- rhinestones: white and colored, translucent, transparent, and opaque; faceted, emerald-cut, and cabochon<br>- the tailored group of objects resembling gold and silver, including necklaces, chains, bracelets, lapel pins, and medalions<br>- jet, an opaque black glass, used largely for bead necklaces, bracelets, and earrings | . Ask pupils what factors influence the purchase of jewelry. Is it eye appeal? elegance? beauty? sparkle? color? design? price? other factor?<br>. Comment on the following statement:<br>A woman wants jewelry, for what it does for her and her costume. | "In today's society, where mass production, machine fabrication, and mass sale is usual, jewelry has lost its individuality from the artisan's viewpoint, and fashions and tastes in adornment are largely controlled by considerations of machine processes, mass marketing, and impulse buying.<br>"Today's individuality in jewelry is due to selection by the |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| . Well-made jewelry reflects high quality craftsmanship. | . Invite the art teacher or ceramics instructor to discuss the matter of craftsmanship and creativity in design of jewelry. If there is a ceramics class in which pupils make jewelry, hold a display of their wares.<br>. Make a community search for people who make jewelry. Invite them to speak to the class and show their products. | purchaser and not to individualization in the designing. The remaining areas within which the artist-craftsman can still design are either for a small, discriminating clientele, for competitions, or for his own personal satisfaction and use.<br>"In this age of specialization it is seldom that the sculptor is a jeweler or a jeweler is a sculptor, and there has been a consequent loss in jewelry design. Therefore, it should always be kept in mind that most jewelry is sculpture in miniature and that it should be designed from this viewpoint. Two saving features for today's jewelry designer are the wealth of new materials that have been developed and the advanced techniques in metallurgy."<br>"Jewelry," Bureau of Secondary Curriculum Development, State Education Department, 1966, Albany, N.Y. 12224 |
| | . Perhaps a costume jewelry exchange or sale among class members would be fun. Have pupils polish or clean up "old" jewelry for exchange, sale, or as a gift. | |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | . Have the girls conduct a panel discussion as to how they select costume jewelry, how long they tend to use it, and how they suggest it could be improved. | |
| | . Ask the boys to react to the costume jewelry selections of the girls. How appealing is costume jewelry? Can a girl wear too much of it? | |
| . The purchase of regular jewelry involves a sizable cost. Deal only with reliable concerns. | . Develop a guide for selecting reliable concerns. The class might decide, for instance, that a realiable concern does not:<br>- advertise articles at bargain prices with no intention of selling them<br>- claim to sell at wholesale prices<br>- use fictitious prices as the basis for tremendous markdown discounts<br>- offer unrealistic trade-in prices | . Local Chamber of Commerce<br>. Local Better Business Bureau<br>. Bureau of Consumer Fraud and Protection, Attorney General's Office |
| . Since jewelry may be an expensive item, it is wise to know something about it. | . On the other hand, a reliable jewelry dealer:<br>- has a reputation for dealing honestly<br>- is well-informed about his wares<br>- does not high-pressure customers<br>- has been in business for some time in the community<br>- will usually refund the purchase price if the customer is not satisfied | |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| | - is well regarded by his customers. (He may have attended the Gemmological School of America or be a member of the American Gem Society. However, many reputable jewelers do not have these connections.) | |
| . Pure (solid) gold is 24k. 24k gold is too soft to be used in commercial jewelry. The more gold, the higher the karat designation: 14k gold is most commonly used; 12 or 10k gold articles have more other metals mixed with the gold and thus are of lower quality. | . Arrange for a jeweler to visit the class. Prepare questions in advance such as:<br>- What is the difference between gold-filled and gold-plated?<br>- Why do diamonds of the same size sell at different prices?<br>- How can a genuine stone be told from a synthetic one?<br>- How can a reliable jeweler be selected? | . Local jeweler |
| . Gold-filled or gold-plated articles consist of a sheet of gold over another metal; "1/10 14k gold-filled" means that 1/10 of the article's weight is made of 14k gold. | . Look for the K mark on watches, rings, and other jewelry.<br>. Look for evidences of gold-plate that has worn off. How long did the gold-filled or gold-plated article last before the gold wore off? | . "Facts You Should Know About Jewelry" - Better Business Bureau of Metropolitan Boston |
| . Sterling or "solid" silver means that the article is composed of an alloy, usually copper, with at least 926/1000 parts of silver. Because silver is more expensive than base metals, sterling jewelry may cost more but the exposed surface lasts | . Make a display of sterling silver articles. Look for the sterling mark. | |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| longer than the silver on plated objects. | | |
| . Silver plate is made from "nickel silver" which is plated with pure silver for added beauty.<br>. Silver plate may be as thin as 1/100,000 of an inch. The markings on plated articles may be misleading. A 1, or standard, is the lowest grade while quadruple, or xxxx, is the highest grade of plated ware. | . Make another display of plated articles. Look for evidences of wear on plated articles. What conclusions do class members draw from their study? When would it be wise to buy sterling silver? For what purposes would silver plated objects be satisfactory? | . "Facts You Should Know About Jewelry" - Better Business Bureau of Metropolitan Boston |
| . The platinum group (platinum, iridium, rhodium, and ruthenium) have common characteristics. All are used in jewelry making, often alloyed with each other to give strength. | . Ask a jeweler to show and describe the qualities of the platinum group. What desirable qualities do those metals have? Are articles described by terms such as "platinum effect," "platinum finish," or "palladium finish" true members of this group? | |
| . Diamonds are chief among precious stones.<br>. Each diamond is different; price is not determined by size or weight alone.<br>. It takes an expert to judge the value of a diamond.<br>. Consumers interested in the purchase of | . Have a merchant show and discuss the differences in size, color, clarity, cut, and weight of diamonds. What unique qualities does this mineral have?<br>. Discuss the quotation: "Diamonds are a girl's best friend." Why?<br>. Gather information about other types of jewelry: | . "How to Buy a Diamond" Reader's Digest May 1970<br>. "Men grow cold as girls grow old and we all lose our shape in the end. But square-shaped or pear-shaped, those rocks don't lose their shape, Diamonds are a girl's best friend." |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| jewelry need to have some knowledge of the types and qualities available - but should look to reputable merchants for expert advice. | . amethyst, aquamarine, bloodstone, cameo, carnelian, emerald, garnet, jade, lapis, opal, pearl, rhinestone, ruby, sapphire, topaz, turquoise, and zircon. Are they good consumer buys? | |
| . Jewelry should fit the occasion for which it is worn.<br>For dress-down occasions (including sports) attire might include:<br>- semiprecious stones<br>- gold<br>- silver<br>- copper<br>- Indian jewelry<br>- turquoise<br>- wood<br>- seeds<br>- leather<br>For dress-up occasions attire might include:<br>- rhinestones<br>- crystal<br>- ruby, sapphire, diamond<br>- emerald<br>- cut glass that looks like precious gems. | . Would you choose to wear the same jewelry to a football game that you would wear to a spring ball? What jewelry is suitable for school? What kinds would not be suitable? | . Tolman, Ruth, "Beautician's Guide To Beauty, Charm, Poise," Melody Publishing Corporation, Bronx, New York, 1969 |
| . Some of costume jewelry is a fad but fun. | . Find "dated" pieces of costume jewelry in the attic or your mother's jewel box. (Chokers, beads, or 2-3-4 strand necklaces are good examples.) Will these be likely to come back in style? Are charm bracelets as popular now as they were 5 or 10 years ago? | |

| UNDERSTANDINGS | SUGGESTED PUPIL AND TEACHER ACTIVITIES | SOURCE |
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| . Men's opportunities to wear jewelry have been more limited than women's. | . If the interest in men's fashions continues to gain momentum, discuss how men's jewelry may keep pace. Has there been a trend among teenage males to wear more jewelry in recent years? Have tie tacs become more popular since wide ties have returned? | . During and after World War II, identification bracelets were popular and they return to stores from time to time. Very fancy watch bands could be said to be a kind of bracelet. Neck chains, beads, peace symbols for casual and beach wear have had a brief flurry in recent years. |
| . Men's jewelry usually includes cuff links, tie tacs, watches, and rings. | . Do the materials from which men's jewelry is made differ from women's? Can you locate your grandfather's stickpin? Look in your crystal ball and predict the future for men's jewelry. | . "Department stores show cuff links and tie tacs in metals, semi-precious stones, jade, leather, enamels, ceramics, inlays, wedgwood, intaglios, cameo's, old-button effects and a host of other forms. As for rings, Tiffany's, the August Manhattan jeweler, will not stock men's diamond rings, claiming diamond rings are not meant for the male. But many wealthy men do not agree, and any other jeweler will be happy to supply them. Most usual are rings of gold, jade, lapis lazuli, onyx, topaz, garnet. These are usually worn on the little finger of the left hand." Esquire edition, "Esquire Good Grooming for Men," Grosset and Dunlap, New York, 1969 |

## SUMMARY

So timeless and so universal is the desire to look attractive and to adorn ourselves that it is difficult to be entirely rational in considering the purchase of beauty products such as cosmetics and jewelry. Where we might, as consumers, follow all the good precepts of consumer purchasing in such matters as food buying, when it comes to "buying dreams" (as one cosmetic manufacturer describes it) our rational judgment may fail. Theoretically, the knowledge that most cosmetics are the same, that in most instances they are made from relatively inexpensive common materials, that they will not transform us into visions of loveliness, does not seem to affect consumer purchases of these products. Like Ponce de Leon's search, our quest of the fountain of eternal youth sustains a growing industry.

Since the purpose of consumer education is not to impose values on other human beings, but rather to allow them to satisfy those values they seek, this module will have served its purpose if it informs consumers and then leaves them free to use or ignore the information gained. In the quotation which follows are expressed the hopes of the consumer. These hopes are the universal pleas of all consumers, but, perhaps, have particular cogency when applied to the matter of beauty products and services:

> ". . . Ad agency chief Andrew Kershaw told the Toronto chapter of the American Marketing Association, 'Our main problem is that we are in love only with the technique of marketing. We should love consumers more. I define consumerism as a movement that makes three demands of us: Don't hurt me, Don't cheat me, Don't turn a deaf ear when something goes wrong' . . . ." Marketing, March 1972.